



**On the road together – Acura of Hamilton joins Care4 in support of
McMaster Children’s Hospital and Juravinski Hospital and Cancer Centre**

Hamilton – March 2011: Hamilton Health Sciences Foundation and Acura of Hamilton have joined together for a new cause marketing program. Acura of Hamilton will donate \$200 from every new vehicle they sell or lease in 2011 to Hamilton Health Sciences Foundation in support of McMaster Children’s Hospital and Juravinski Hospital and Cancer Centre. All sales and leases made through Acura’s Main Street location are eligible.

Acura of Hamilton is the most recent company to join Hamilton Health Sciences Foundation’s Care4 Program. The campaign offers consumer oriented companies the opportunity to make a financial commitment on behalf of their customers in support of a cause that is important to both that company and their customers.

“These funds will be utilized in a way that will allow us to reward our clientele for their support and loyalty,” says Acura Hamilton’s General Manager Louis Iaquinto. “By paying it forward on their behalf, we are creating a positive impact in our community by supporting two very important hospitals.”

“We are grateful to have partners in the community like Acura of Hamilton who believe, as we do, that good health is the greatest gift of all,” said Pearl Veenema, President and CEO of Hamilton Health Sciences Foundation.

Consumer-oriented companies throughout the region are invited to get involved in the Care4 Campaign to support Hamilton General Hospital, St. Peter’s Hospital, Juravinski Hospital and Cancer Centre, McMaster Children’s Hospital, or, to support health care throughout the region, Hamilton Health Sciences Foundation. More details around the Care4 Campaign can be found at www.hamiltonhealth.ca/care4

About Hamilton Health Sciences Foundation:

Hamilton Health Sciences Foundation is a registered charitable organization. Through the generosity of our donors, we fund capital redevelopment projects, purchase medical equipment and technology, and we invest in research. Our mission is to support patient care, research and education across the Hamilton Health Sciences family of hospitals; our goal is Health Care, Transformed.

About Acura of Hamilton:

Acura of Hamilton is a premium brand retailer of upscale vehicles in Hamilton, with impressive amenities of luxury, features and performance. We offer top notch sales and maintenance services, and treat the needs of each individual customer with paramount concern. We know that you have high expectations, and as a premium brand dealer we enjoy the challenge of meeting and exceeding those standards each and every time. Allow us to demonstrate our commitment to excellence!

For more information contact:

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