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## MEDIA RELEASE

FOR IMMEDIATE RELEASE  
January 30, 2024

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### **ROOM-TO-DONATE CAMPAIGN IN SUPPORT OF MAPLE VIEW LANDINGS PROJECT LAUNCHES FEBRUARY PROMOTION**

***Show your LOVE to our residents, a loved one and CELEBRATE FAMILY through a meaningful donation***

ATHENS -- Building upon the success of the pre-holiday campaign for the Maple View Landings Redevelopment Project, the Room-to-Donate initiative is offering donors of \$5,000 not only the opportunity to designate a room in the new home, but also provide a special gift.

From now until the end of February, contributions of \$5,000 will give donors a receipt AND send roses to both residents AND the donor.

"We felt February was a great time to encourage individuals and families to consider a \$5,000 gift to the G. Tackaberry and Family Home in a meaningful way for residents and the project," explained Doug Struthers, Chairman of the Fundraising Committee.

***Give a Rose, Get a Rose*** is a great way to celebrate Valentine's Day (throughout the month of February) with residents and have a rose delivered to Maple View Lodge AND to a loved one.

The campaign will continue past Valentine's Day and throughout the month with Family Day on the 19<sup>th</sup>.

The \$5,000 donation gives donors the opportunity to have their name, their family's name or *In memory of a Loved One*, on a plaque on an individual resident room in the new 192-bed home.

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People interested in participating in this event are asked to email [Lesley.todd@uclg.on.ca](mailto:Lesley.todd@uclg.on.ca) or call 613-340-6038 for further information.

The redevelopment project is the largest capital construction project in the history of the United Counties of Leeds and Grenville at a cost of more than \$84,000,000. Construction of the new three-story, six-wing building is well underway on the Maple View Landings property in Athens, Ontario and will replace the existing 60-bed Maple View Lodge facility upon its opening expected in the summer of 2025. The existing building will be repurposed, with options currently under review. The project is 40 per cent complete and is on time and on budget.

To find out more or to donate online, visit [www.mvldonate.ca](http://www.mvldonate.ca).

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