

## **Bayshore's Healthy Tomorrows Wins Ontario Association of Broadcasters 2010 Community Service Award**

October 25, 2010 (Toronto, ON)

**Bayshore's Healthy Tomorrows** has won the Ontario Association of Broadcasters 2010 Community Service Award for Radio (Small Markets). The award was accepted by Bayshore Broadcasting Corporation President and General Manager, Ross Kentner, at the OAB Conference in Toronto.

Bayshore's Healthy Tomorrows is a partnership between Bayshore's radio stations in the region and seven hospital foundations including the Owen Sound Regional Hospital Foundation; Bruce Peninsula Health Services Foundation, Lions Head and Warton; Saugeen Memorial Hospital Foundation, Southampton; Meaford Hospital Foundation; Collingwood General and Marine Hospital Foundation; Centre Grey Health Services Foundation, Markdale; and Alexandra Marine & General Hospital Foundation, Goderich.

Healthy Tomorrows encourages legacy gifts to these hospitals through will bequests and other special gifts. "It's all about supporting the future of hospital care in our communities," said Paul Weitendorf, Executive Director of the Owen Sound Regional Hospital Foundation. Radio enables us to promote legacy giving in a fresh, new way and it's been wonderful to work together with Bayshore Broadcasting and our sister foundations in the region."

Kentner, who is a past chair of the OAB, says the award is shared with the hospital foundations who put a very high priority on the impact of each campaign. Asked about Bayshore's contribution, Kentner said:

*"Yes, we donate two major campaigns each year, but it's not simply the dollar value of the air-time contributed. There is a great need in our society for education about planned giving opportunities. This is something that radio is uniquely positioned to do. People have a high degree of trust in their favourite radio personalities. They especially trust other community members whom they hear telling their health care stories and talking about how easy it is to be a major supporter of your local hospital."*

*Our campaigns combine 60-sec. spots and Open Line conversations that together, over time, have a tremendous capacity to educate and motivate listeners. We also encourage visitors to visit the Healthy Tomorrows page at [bayshorebroadcasting.ca](http://bayshorebroadcasting.ca) where they can link to their own hospital foundation for information about the specific needs of their hospital.*



*Bottom line, it's the emotional impact of people telling their heart-warming stories as only radio can that will produce a generation of planned givers to keep quality health care available close to home."*

More information on the campaign can be found by visiting [bayshorebroadcasting.ca](http://bayshorebroadcasting.ca) and clicking on the Healthy Tomorrows link.

Photo: OAB President Doug Kirk and Ross Kentner  
Credit: Mikel VanDyke

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