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Long distance tree trip raises public awareness for St. Catharines hospital renovations



This 38 foot fir tree is heading for St. Catharines General Hospital. The tree was cut in Red Rock and is part of a promotion campaign to raise public awareness into the hospital's expansion plans.

Photo by Paul Marcon

St. Catharines General Hospital has come up with a unique way to increase public attention and raise money for their hospital expansion plans.

The "Tree of Lights" is a project which was originated by The St. Catharines General Hospital Foundation in 1986 to raise public awareness of the planned capital renovation/expansion project for The St. Catharines General Hospital.

The "Tree of Lights" is a fir tree, approximately 38 feet in height, donated by a sponsor willing and able to have a tree of this magnitude cut and loaded for shipping to St. Catharines. The cutting area should be at some distance from St. Catharines to allow sufficient time for advance publicity, promotion and sponsorship recognition.

In 1986, the tree was shipped from Edmunston, New Brunswick, and in 1987, from Baie Comeau, Quebec. This year, the tree will come from Red Rock, Ontario. Because it is an entirely different area from the previous two, involving a totally new return route, and because it is the first tree from our own province, more interest will be generated.

Jon Lambert, director of engineering services at The St.

Catharines General Hospital, is flown (via a sponsoring airline) to the point of origin of the tree. He accompanies the tree on its return trip to St. Catharines and makes daily phone calls to four local radio stations at various stops along the route.

These phone conversations are a very necessary ingredient of the project; they create interest and excitement, provide necessary information for prospective donors, and acknowledge the participation of various sponsors. As the main purpose of the project is to increase public awareness, the phone calls and radio and press coverage are critical, and the length of the return route provides the time for their occurrence.

Timing (of the cutting and transporting of the tree) is also critical, as arrival in St. Catharines should occur around the second week of November. This allows sufficient time for a ceremonial tree-raising, sponsor recognition, a public awareness campaign, and donor participation, and is sufficiently close to Christmas to maintain interest and momentum.

A brief ceremony is held involving sponsoring executive and woodland staff, where a plaque, gifts of champagne and small gifts from the Mayor of St. Catharines are presented. Local

media coverage is encouraged and company Public Relations also participates. Radio/telephone hook-up between the local Mayor and the Mayors of St. Catharines and Thorold is usually arranged.

In the past, sponsors have arranged local tours for the Escort/Ambassador, i.e. mill, woodlands and/or fishing, as seems appropriate, and time permitting.

Upon arrival in St. Catharines, a tree-raising ceremony is held. The tree is erected in the triangular park in front of the Main Fire Hall at the Geneva/Niagara/Queenston Street intersection. Plaques to major sponsors are presented at this ceremony.

The lights are strung by St. Catharines Parks and Recreation Department, and a snow fence is erected for protection. A sign is hung on the fence identifying the tree. Electricity is permanently installed for our use and strings of lights are gradually illuminated by the St. Catharines Fire Department as donations are received and honourees named.

The public makes donations to the foundation to honour special people in their lives. Colored lights are used for the living and amber for in memorium donations.

CP Rail moves administration headquarters, Schreiber loses jobs to Sudbury

By Dave Chmara

CP Rail has merged its administrative operations for Northern and Eastern Ontario.

As a result, 10 administrative, technical and clerical positions in Schreiber will be phased out.

The new Algoma division will now be located at 233 Elgin St. South in Sudbury.

E.S. Cavanaugh, general manager of operations and maintenance for the company's Intermodal Freight Systems business unit, said, "Centralizing the functions of two offices will enable CP Rail to increase its overall efficiency and to maintain cost-effective service to its customers."

Some 725 division employees will continue in CP Rail service in the town of Schreiber and along the main line to the east and west. These operating employees will work under the supervision of an assistant superintendent of the Algoma division who will be based

in Schreiber.

In making the announcement, Cavanaugh said every effort will be made to minimize adverse effects on individuals involved, some of whom will be offered jobs in other CP Rail locations. Employees are entitled to company assistance when moving to new work locations.

John Champion, a career rail-roader who previously served as superintendent in Brandon, Manitoba and Thunder Bay, will head the Algoma division.

The new Algoma division stretches from Ottawa and Smiths Falls to the east end of Thunder Bay. The division has 1,400 employees and a yearly payroll of \$54.5 million and is responsible for rail operations and maintenance along 2,135 km of track.

CP Rail says its rail and freight operations will not be affected by the reorganization.

Field of champions vying for Huggies title this weekend

Third year for Canada's largest ladies' cash spiel

All sport enthusiasts in the Terrace Bay Schreiber area will be pleased to witness some of curling's great players. On Nov. 25, 26, 27 the Terrace Bay Curling Club will be hosting the Kleenex Huggies with experienced and hopeful teams coming in from as far as Edmonton Alberta and as close as our own backyard.

One team coming to town to try and capture the Huggies title for a second year is the Chris More team from Winnipeg. Chris is a former World Champion (1984), Canadian Champion (1978), Manitoba Champion (1979) and Manitoba mixed champion (1983). She was also inducted into the Manitoba Sports Federation Hall of Fame and the Canadian Curling Hall of Fame.

Third, Karen Purdy, is a former Manitoba junior champion (1987) and a gold medal winner at the 1987 Canada Winter Games.

Second, Lori Zeller, has competed in two provincial playdowns and Laurie Allen is a former Manitoba junior champion (1983) and participated in the Olympic training camp in 1987.

Another group of curling stars is the LaDawn Funk rink from Edmonton. This foursome is the current 1988 Canadian Junior Ladies Champions. Ladawn Funk is skip, Sandy Symyrozum vice, Cindy Larsen second and Laurelle Funk lead.

Although a young team, they have a total of 27 years experience among them. These girls are involved with teaching and coaching other juniors in curling while also attending school programs and jobs.

This rink will be representing Canada in the World Junior Curling Championship in March 1989.

All interested spectators are asked to come down to the Terrace Bay Curling Club to enjoy the competition and meet some of Canada's curling stars.

We remind you that there will also be a "Battle of the Sexes" fun game on Thurs. Nov. 24 at 9 p.m. between the 1988 Pepsi Junior Ladies and Rick Hamilton, skip, Bob Roberto Jr., vice, Rolly Moquin, second, and Barry Gilmore, lead.

Let's see if our men are up to it.

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