



## FOR IMMEDIATE RELEASE

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## **Alavida Lifestyles is pleased to announce their partnership with Bruyère Continuing Care in Offering a Unique Service to Local Palliative Patients and Families**

Ottawa, Ontario, April 20, 2011 - Alavida Lifestyles Inc., a leader and innovator in retirement living and Bruyère Continuing Care, home to a world-renowned palliative care program, today announce their partnership in the launch of the **Alavida Palliative Care Info Site and Hotline**.

Palliative care is dedicated to relieving pain and enhancing the quality of life of those with a terminal illness. The Alavida Palliative Care information web site and hotline was created to provide information on palliative care services in this region to help guide people through this emotional and vulnerable time.

The Alavida Palliative hotline will be available Monday through Friday, from 9 am to 5 pm. The hotline phone number is 1-877-430-1394 and the website URL is [www.alavidapalliativehelp.ca](http://www.alavidapalliativehelp.ca).

This valuable and much needed service has been made possible by the generosity of Mr. David Choo, Founder and President of Alavida Lifestyles and Ashcroft Homes, and his gift of \$200,000. ***"People can feel lost and scared during this difficult time. Often they are unsure of where to turn for support, assistance and information. I wanted to be part of the solution and to continue to help our community," said Mr. Choo. "Being there for people in their time of need is a core value I hold dear. Through this gift we are able to help with what I and many medical professionals know to be, and countless families have experienced, a confusing and complex process."***

### **About David Choo, Ashcroft Homes and Alavida Lifestyles**

Led by vision. Distinguished by craftsmanship. It is more than a brand; it's our philosophy - an approach to creating environments for life. It is our passion. With a proven history of creating communities where people want to live, work, and play, the vision of David Choo is realized with each development. A leader in retirement living, Alavida lifestyles understands the importance of palliative care and is a proud sponsor of this initiative.

### **Champlain Hospice Palliative Care Program**

*The Champlain Hospice Palliative Care Program is a new endeavour and is Ontario's first regional program working in the field of Hospice Palliative Care. The Program's Council, through it's full-time Executive Director, coordinates, directs and manages the development, implementation and related activities of the new Champlain HPC Program in accordance with the Local Integrated Health Network approved Regional Program Plan.*

### **About Bruyère Continuing Care**

*Bruyère Continuing Care is the champion of well-being for aging Canadians and those requiring continuing care, helping them become and remain as healthy and independent as possible through innovative and compassionate care, research, education and advocacy. Located in Ottawa, Bruyère Continuing Care provides comprehensive continuing care, palliative care, rehabilitation, care of the elderly, long-term care, research and family medicine. One of the largest health care centres of its kind in Canada, Bruyère Continuing Care includes: Saint-Vincent Hospital, Élisabeth Bruyère Hospital, Élisabeth Bruyère Research Institute, Résidence Saint-Louis, Résidence Élisabeth Bruyère, Bruyère Family Medicine Centre, Primrose Family Medicine Centre and Bruyère Foundation.*

For further information, please contact: Rosa Sicoli, Director of Sales & Marketing, Alavida Lifestyles.