

MEDIA ADVISORY

ROYAL ALEXANDRA HOSPITAL FOUNDATION LAUNCHES 'THE VOICE OF ALEX' PUBLIC CAMPAIGN

January 23, 2017 (*Edmonton*) - The Royal Alexandra Hospital Foundation (RAHF) is launching a public awareness campaign to draw attention to the need for government funding to redevelop the Royal Alexandra Hospital (RAH).

A reinvestment in the RAH has been on the top of Alberta's health infrastructure priority list for 20 years, yet required funding is currently not committed.

The 'Voice of Alex' campaign uses a custom-built puppet to create the character of Alex, short for the Royal Alexandra Hospital. 'Alex' is a video-blogging, tweeting, instagraming, aging hospital in desperate need of funding for much needed new facilities.

The RAHF would like to invite members of the media to the launch of the campaign which includes a visual opportunity with 'Alex', the RAH puppet.

Date: Tuesday, January 24, 2017

Time: 10:00am

Location: Royal Alexandra Hospital Foundation, 10415 -111 Avenue
The office is in the Community Services Building. Parking is limited at the hospital.

Photo & Video opportunities:

- Statement and interview with Andrew Otway, President and CEO of the RAHF
- Photos of 'Alex', the RAH Puppet
- Video of 'Alex', the RAH Puppet

Website: www.alex62.ca

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For more information or to coordinate an interview, contact:

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