

News Release



BRIDGEPOINT Hospital
www.bridgepointhealth.ca

**For Immédiate Release
August 15, 2006**

Official Charity of the 2006 TD Canada Trust Festival of South Asia

Bridgepoint Health is honoured to be the official charity of choice for the 2006 TD Canada Trust Festival of South Asia organized by the Gerrard India Bazaar Business Improvement Association (BIA).

As Canada's leading health care organization for treating and managing complex, chronic disease, Bridgepoint Health is fully committed finding new ways to treat and prevent chronic disease and disability – one of the major causes of deaths in South-East Asia today.

In the South-East Asia Region, 51% of all deaths are due to chronic disease, and 89 million people are likely to die in the next 10 years. 60 million such chronic disease related deaths are likely to occur in India alone.

Closer to home, 16 million Canadians are currently living with chronic conditions; and in Toronto over 60,000 adults are living with complex chronic illness.

According to the World Health Organization, chronic disease is the **number one health care issue for the 21st century**.

“Bridgepoint Health is proud to be a part of the East Toronto community that includes the Gerrard India Bazaar (BIA),” says Marian Walsh, President and CEO of Bridgepoint Health. “We are obviously delighted with the enthusiastic support that the members of the Gerrard India BIA have shown for our work in managing complex chronic disease by designating Bridgepoint as its charity of choice. Relationships between hospitals and organizations like the Gerrard India BIA and events such as this Festival of South Asia are community building – and healthy communities support healthy people. We are all for that at Bridgepoint!”

We invite you to visit our exhibit booth at the Festival to learn more about our plans to:

- **Develop Canada's leading centre for the treatment of complex, chronic disease and disability:** *right here in East Toronto.*
- **Build a whole new healthcare campus to provide state of the art hospital care, community programs, teaching and research in complex chronic disease and disability management:** *at the corner of Gerrard and Broadview*
- **Create health and wellness programs and services for our patients and the whole community:** *that will help people receive the support they need to live well with chronic disease*

- **Research, Education and Policy:** *to build a national centre for the creation of knowledge and best practice in complex chronic disease and disability management; teach the next generation of healthcare professionals and create a system that promotes healthy living.*

We look forward to seeing you at this year's Festival!

-30-

For more information

Bernadette Seward
Communications Manager
Bridgepoint Health
bseward@bridgepointhealth.ca
416.461.8251 ext. 2177