

MEDIA RELEASE

Harvest Celebration 2024 Welcomes Volvo Cars Edmonton as New Presenting Sponsor to Drive Women's Health Forward

July 9, 2024

EDMONTON, AB—The Royal Alexandra Hospital Foundation is thrilled to announce a new major partnership in women's health, welcoming Volvo Cars Edmonton as Presenting Sponsor for Harvest Celebration 2024. Harvest Celebration is the Foundation's signature black-tie gala held annually in support of the Lois Hole Hospital for Women, Alberta's only dedicated women's hospital and a national leader in women's health.

Harvest Celebration began in 2010, the year the Lois Hole Hospital for Women first opened its doors following a historic fundraising campaign. Guests and sponsors are promised a special evening focused on sharing powerful stories of care and community, and celebrating the many impacts the Lois Hole Hospital has had—and continues to have—for women and families across the province and beyond.

Now in its 14th year, Harvest Celebration has provided significant support for the Lois Hole Hospital for Women, with one hundred percent of proceeds from table and ticket sales going to the hospital. The event has now raised over \$3 million toward life-changing care at the Lois Hole Hospital with an impressive array of advancements including, but not limited to: securing the province's first and only da Vinci Robotic Surgical System dedicated to women's health, opening and outfitting a new state-of-the-art seventh operating suite for women's surgeries, helping establish the first-of-its-kind Allard Hereditary Breast and Ovarian Cancer Clinic, and many more.

"We are honoured to be part of the Harvest Celebration this year, supporting the Lois Hole Hospital and continuing the 'Queen of Hugs' legacy," said Michael Norris, Dealer Principal at Volvo Cars Edmonton. "We are incredibly grateful to all the women on our team, and thankful to have so many remarkable women as cherished customers. We strongly believe and support the mission of the Harvest Celebration and the Royal Alexandra Hospital Foundation. We look forward to joining such an outstanding event!"

Traditionally held in September, this year's event promises to welcome more guests than ever and will take place at the Edmonton Convention Centre in the heart of downtown Edmonton's River Valley.

"We are thrilled that Volvo Cars Edmonton is our Presenting Sponsor for Harvest Celebration 2024! With such a powerful and trusted Edmonton brand headlining the most exciting night in women's health, Harvest Celebration is well-positioned to bring new technology and advanced protocols in care to the Lois Hole Hospital for Women," said Sharlene Rutherford, President and CEO of the Royal Alexandra Hospital Foundation. "This hospital is a Canadian leader because of donor support—and Harvest Celebration has been the platform for this growth. On behalf of our hospital, our Foundation, and its Board of Directors, thank you Volvo Cars Edmonton for your inspiring support and enthusiasm."

Improving the health of Albertans by building passionate community support for the Royal Alexandra Hospital.

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The event will feature a champagne reception, four-course meal, and women-led performances by A-List Entertainment featuring lead entertainer Ariana Whitlow, with new inclusions to the program such as a live and silent auction, a raffle, an after party with an innovative spin, and more surprises in store.

The Royal Alexandra Hospital Foundation invites all supporters of women's health to join Harvest Celebration on Saturday, September 21, for one of the year's most impactful evenings supporting women's health, and thanks all of those who have already donated or chosen to sponsor the event.

To learn more about Harvest Celebration 2024 please visit [HarvestCelebration.ca](https://www.royalalex.org/harvest-celebration).

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About the Royal Alexandra Hospital Foundation

Established in 1984, the Royal Alexandra Hospital Foundation is committed to supporting improved healthcare outcomes for the hundreds of thousands of people who seek treatment at the Royal Alexandra Hospital every year. The Foundation funds advanced education, cutting-edge research, next-generation technologies and facility improvements that advance care and enhance the patient experience. The Royal Alexandra Hospital Foundation also supports medical centres of excellence at the Royal Alexandra Hospital campus, including the Lois Hole Hospital for Women, the CK Hui Heart Centre, the Orthopedic Surgery Centre and the Eye Institute of Alberta.

Stay up to date with Royal Alexandra Hospital Foundation news at [royalalex.org](https://www.royalalex.org).

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