

PRESS RELEASE

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From: Townsend Mutual Insurance

Townsend Mutual Insurance Makes A Generous Community Donation

With a recent \$10,000 donation, from Townsend Mutual Insurance, the Norfolk General Hospital is that much closer towards purchasing a portable X-ray machine.

Julie Powell, Director of Development of the Norfolk General Hospital Foundation, accepted a cheque on behalf of the hospital, at Townsend's Annual General Meeting in Waterford. Ms. Powell, expressed her gratitude for the on-going support, and informed those in attendance that past donations from the company have been put to very good use, and has afforded opportunities to replace aged equipment.

Following the Annual General Meeting, Mike Kekes, Sales Manager, from Townsend Mutual, was invited to tour the hospital, to understand first-hand about the needs and benefits of purchasing a new portable X-ray machine. Mr. Kekes was told that the hospital's current portable X-ray machine was purchased in 1994, and a new machine would have state-of-the-art benefits. "For patients that cannot be moved, due to their conditions, a portable X-ray machine is crucial equipment to have," said Ms. Powell. Notable benefits of a new machine would include: a more convenient design allowing the unit to move closer to patients' beds, less energy use, less radiation, crisp imaging, and the capability of "real time" viewing vs. waiting for image processing, and so much more.

Upgrading equipment, by means of community support and corporate donations enables the hospital to provide the best care possible, in keeping with their Mission Statement. "Townsend Mutual is very happy to support the Norfolk General Hospital Foundation," said Mike Kekes. This donation will be part of a community fundraising effort to purchase this costly machine.

Because Townsend is a "Mutual" company, donations are made on behalf of ALL stakeholders, including: staff, management, board members and policyholders alike. Therefore, when Townsend Mutual Insurance gives back to the community, by way of local organizations and entities like the Norfolk General Hospital Foundation, everyone involved can feel a sense of community, as a result. Many at Townsend Mutual Insurance say, "Norfolk County's very FOUNDATION is the *COMMUNITY*." *You might even say, the feeling is "Mutual."*



Mike Kekes (Sales Manager, Townsend Mutual Insurance) and Julie Powell (Director of Development, Norfolk General Hospital Foundation)