

## Remember Your Loved Ones at Celebrate A Life

Annual free community event kicks off at Hillside Shopping Centre with special guests

### MEDIA ALERT / PHOTO OPPORTUNITY FOR IMMEDIATE RELEASE

Wednesday, November 30, 2016

**Victoria** – The 31<sup>st</sup> annual **Celebrate A Life** by Victoria Hospice officially launches at Hillside Shopping Centre on **Thursday, December 1<sup>st</sup> at 10 a.m.** Since 1985, Celebrate a Life has provided a unique opportunity for the community to celebrate loved ones during the holiday season by hanging a personalized tribute ornament. (The tree will be located across from Bombay at Hillside Shopping Centre, near the Shoppers Drug Mart entrance, from Nov 30 - Dec 12.)

**Two very special Victoria Hospice donors will kick off this time honoured event**, alongside Mischelle vanThiel, Victoria Hospice CEO. Sophie, a philanthropic four-year old, has been raising funds for Hospice since age two in memory of her beloved grandpa who spent his last few weeks at Victoria Hospice. She will hang the first ornament with well-known community philanthropist and Victoria Hospice supporter, 93-year-old Rudi Hoenson, who lost his wife Sylvia some years ago. This year Rudi will donate \$2 to help provide care and bereavement support to local families in need (up to \$5,000) for every tribute hung on one of our festive trees or online at the virtual [Celebrate A Life](#) tree.

vanThiel acknowledges that **Christmas and the winter holiday season is a difficult time of the year** for many people. “Memories of past celebrations with family and friends who are no longer here can magnify feelings of loss. It can be helpful to share your concerns, feelings and apprehensions with someone. Let people know what is difficult for you, and accept offers of help.”

The event supports Victoria Hospice’s commitment to care through bereavement services offered to family members and friends after a death. The Victoria Hospice website offers useful information for grieving families including **Bereavement Tips for Special Holidays**.



Sophie and her beloved grandpa napping at Victoria Hospice



Sophie’s 4<sup>th</sup> birthday party fundraiser: ‘Coin Drop 4 Hospice’

**Event info and virtual tree:** [www.celebratealifevictoria.ca](http://www.celebratealifevictoria.ca)

**General info:** [www.victoriahospice.org](http://www.victoriahospice.org)