



**A THOUSAND THANK YOUS FOR VETERANS SOUGHT TO  
MARK THE 75<sup>TH</sup> ANNIVERSARY OF THE END OF WWII**

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

WINNIPEG, AUGUST 14, 2020 – The Deer Lodge Centre Foundation is seeking to raise \$75,000 in the form of \$1,000, \$75 ‘thank you’ donations to mark the 75<sup>th</sup> anniversary of VJ Day, the official end of World War II.

Funds raised will go towards senior and veteran care, refurbishing Deer Lodge Centre’s dementia units.

“COVID-19 has forced us to change our plans to celebrate this momentous 75<sup>th</sup> anniversary,” said Deer Lodge Centre Foundation Executive Director Nicole LaTourelle. “Our Veteran population are all well into their nineties. This will be the last really big celebration of their momentous victory in World War II and we want them to know just how appreciative we are of their sacrifice and gift to us all. Because of visitation restrictions we can’t throw a party, so this is our way of inviting the public in to say thank you in a big way!”

A leader in dementia care, Deer Lodge Centre is currently fundraising to refurbish the five dementia units located within the hospital. The addition of memory centres, areas of the unit designed to mimic the outside world, will be added to soothe and provide purpose for dementia patients in their care. These centres will include dolls in a nursery, offices with papers and typewriters, and clothing and home goods to attempt to stimulate memory and provide a calming environment.

“We’re seeking these 1,000 donations to raise \$75,000 towards the upgrades. These units house some of our veterans and our population from that same era. Men and women who may not have served in the war but made their own sacrifices that lead to the victory. People always ask how they can thank our Veterans, and this is a great way to do that!”

Donations to the Foundation are always accepted but this campaign attempt to raise \$75,000 will run for one month, concluding on September 14, 2020.

Donations can be made online at [www.deerlodgecentrefoundation.com](http://www.deerlodgecentrefoundation.com).

For more information, or to schedule an interview, please contact:

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**Deer Lodge Centre Foundation**

[Deer Lodge Centre Foundation](http://www.deerlodgecentrefoundation.com) was established in 1990 to raise awareness and funds for programs, services, and research at [Deer Lodge Centre](http://www.deerlodgecentre.com).

**Deer Lodge Centre**

Originally established in 1916 as a military convalescent hospital for returning WWI soldiers, Deer Lodge Centre, as part of the Winnipeg Regional Health Authority, provides health services to adults with complex needs. Support is provided in the areas of Rehabilitation, Chronic Care, Dementia Care, Mental Health and Bariatrics. The programs and services offered at Deer Lodge Centre support the needs of clients in a variety of care settings including inpatient programming, outpatient clinics and residential care. Deer Lodge Centre has a long and proud history of caring and an ongoing commitment to the health care needs of the Canadian Forces and Veterans.