

SANDRA SCHMIRLER FOUNDATION



March 7, 2011

FOR IMMEDIATE RELEASE

**2010 OLYMPIC SILVER MEDALIST CHERYL BERNARD  
JOINS BOARD OF THE SANDRA SCHMIRLER FOUNDATION**

London, Ontario – 2010 Olympic silver medalist, Cheryl Bernard, was elected to the Board of the Sandra Schmirler Foundation. Cheryl is a four-time Alberta women's champion, Canadian runner-up, TSN Skins finalist and has maintained a top 5 status on the World Curling Tour for the past 8 years.

"We are thrilled that Cheryl has joined our volunteer Board and look forward to her leadership as we fulfill our mission by caring for babies in crisis through direct giving to neonatal care across Canada", said Jody Meli, Chair of the Sandra Schmirler Foundation.

"Cheryl is one of the most admired curlers in the world," said Meli. "Not just for her prowess on the ice but for her commitment to community and to giving back and dedicating herself to causes that she has a personal connection to."

"I am honoured to have had my name put forward as a Director of the Sandra Schmirler Foundation", said Bernard. "Sandra was a true champion, not just on the ice but in everything that she aspired to be. The Olympics became a dream of mine because of watching Sandra and her team in 1988 in Nagano."

The Sandra Schmirler Foundation was created in 2001 as a legacy to Sandra Schmirler who passed away at the age of 36, shortly after the birth of her second daughter. The Foundation was established in honour of Sandra's lasting legacy as a mother and the skip of Canada's first Olympic gold medal curling team. The Foundation raises and donates funds to hospitals across Canada for the care of premature and critically ill babies with the belief that all "champions start small."

In the ten years since the Foundation was established it has given over \$1.6 million to 19 different hospitals across Canada. The Sandra Schmirler Foundation is the only national charity in Canada devoted solely to the care of premature and critically ill newborn babies.

The Foundation is also proud to announce the appointment of its first full-time Executive Director, Kathryn Hill, who will join the organization on April 4<sup>th</sup>. Kathryn brings with her a very successful background in fundraising and a strong commitment to having a major impact on the care of babies in crisis across Canada. She has a proven record in establishing partnerships and on-going relationships that benefit causes like that of the Sandra Schmirler Foundation.

"I am very pleased to become part of this very special and unique organization which is driven by passion and the desire to make change", said Hill. "This organization is bigger than life and has so much potential to positively impact neonatal care in this country," she proclaimed. "I'm privileged to help this organization to continue to build awareness for the need for increased neonatal funding."

The Sandra Schmirler Foundation holds an annual telethon in partnership with TSN and the Canadian Curling Association. This year's telethon held at the Tim Hortons Brier on Sunday raised a record \$390,000. Donations continue to be accepted online at [www.sandraschmirler.org](http://www.sandraschmirler.org).

100% of tax receipted donations will be given directly to hospitals that care for premature and critically ill babies because while all children do not grow up to be champions, every child deserves the chance.