



Canadian Memorial Chiropractic College

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ATTENTION: CHIROPRACTIC MEDIA

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NEW CAMPUS IGNITES NEW PHASE FOR CMCC's CAPITAL CAMPAIGN

Toronto, May 21, 2003 —

Following the recent sale of its long-time home at 1900 Bayview Avenue in Toronto and the purchase of a new campus property at 6100 Leslie Street in Toronto, CMCC's Capital Campaign **HANDS ON THE FUTURE®** has heated up.

"We are entering an exciting new chapter in CMCC's history," says CMCC's president Dr. Jean Moss. "After more than 57 years of educating and training chiropractors, CMCC has grown into one of the most pre-eminent institutions of its kind anywhere. Now, we are building and raising support for our new state-of-the-art campus. We are making a new home for CMCC that will reflect and showcase our commitment to leading-edge chiropractic education and research."

CMCC's **HANDS ON THE FUTURE®** campaign has attracted some of Canada's most influential members of the chiropractic profession to spearhead its efforts. "We are extremely pleased with the support we have received so far," said Dr. Vince Sinclair, National Co-chair (chiropractic profession) of the Campaign. "To set the pace, the support coming from "close to home" is overwhelming. CMCC's Board of Governors, Governors' Club, faculty, staff, members, Alumni, and even current students, are all making significant gifts."

Dr. Sinclair has already visited many Canadian provinces, explaining the campaign and its goals to large groups of the profession. "It's still very early days for this Campaign, but chiropractors understand just how important this new facility is to the future of the profession, especially in Canada. There's a real buzz about the campaign and what CMCC is undertaking. Chiropractors are feeling good about getting involved. They care about the profession. It's why they are getting behind this."

The campaign has appointed volunteer chairs in every province. They are: Dr. J. Bryan Redpath (Alberta), Dr. Chris Martin (British Columbia), Dr. Greg Kos (Manitoba), Dr. Peter Magee (New Brunswick & PEI), Dr. Debbie Brake-Patten (Newfoundland & Labrador), Dr. Brian Seaman (Nova Scotia), Dr. Ivone De Marchi (Ontario), Dr. Chris Scrase (Quebec), Dr. Ken Goldie (Saskatchewan). "These provincial chairs," continued Dr. Sinclair, "will be working with chiropractors right across Canada to ensure we realize our goals."

But it's not just chiropractors who are showing their support. With a \$2 million gift already in hand from the Kolter Corporation, the corporate sector is also a key stakeholder in this campaign. The National Co-chair (private sector) is Mr. Len Goodman. As President of First Financial Corporation, Mr. Goodman has himself already committed a significant personal gift to the **HANDS ON THE FUTURE®** campaign. "People ask me why I have become involved with CMCC's campaign—especially since I'm not a chiropractor. I tell them, I'm a father, an employer, and a member of a community that has urgent needs to expand our options for health care. I also tell them, like

4.5 million other Canadians, I'm a chiropractic patient. Chiropractic care is innovative, and that's attractive to me. That's something I can really get behind—their pursuit of alternative health care options, treatments, and evidence-based health care."

To bring the contribution of the private sector, especially, to the forefront, CMCC is holding a once-in-a-lifetime Gala evening in support of the **HANDS ON THE FUTURE**® campaign on October 16, 2003 at the Sheraton Centre Ballroom in downtown Toronto. "We are honouring long-time supporter of CMCC, Mr. Allan Freedman. It's going to be a very special evening, a night like no other," said Mr. Goodman. Then, he added, "If members of the profession from outside Toronto, indeed from around the world, would like to join us in our celebration, please do get in touch with us at the College. It's a big family. Come to Toronto. Everyone's invited."

All this activity began when, on December 2001, CMCC became the proud owner of a new campus at 6100 Leslie Street in Toronto. The campus is comprised of five acres surrounded by a wooded conservation area and the historic Don River. With a current floor area of 115,000 square feet on three and a half floors and zoning approval for construction of a further 35,000 square feet, according to Dr. Moss, "it will meet our current requirements and allow for the possibility of expanded enrolment in the future." She added, that CMCC is preparing to move into the new campus in 2004. "We are all really looking forward to the move. The facilities are world-class; the building will be stunning."

Why is CMCC moving? "For many years CMCC has struggled with a campus that is too small," said Dr. Moss. "It has been hindered by insufficient facilities for the growing demands of our student body, faculty and staff. Put simply: we outgrew our current campus both in capacity and in the amenities it housed. So, the benefits of the move are obvious and many. The new campus will once again bring us all together in a single location owned by the College and will provide CMCC with state-of-the-art facilities."

According to Mr. Allen Stern, CMCC's VP Institutional Advancement, "the expected support needed to complete a facility that provides modern technology and a comfortable environment for our students, researchers, faculty and staff will be \$30 million. The **HANDS ON THE FUTURE**® campaign goal is to raise the funds to complete this project and provide a campus that will be recognized as a world-class chiropractic education and research facility."

"Meeting our goal of \$30 million," said Mr. Stern, "will ensure CMCC's ongoing commitment to excellence. This will require a broad base of support from the entire community, including: the chiropractic profession, the public, the corporate sector, CMCC's members, alumni, faculty, and staff. I'm happy to say we are very pleased with the commitment made so far by each of these groups."

Dr. Moss echoed this sentiment, "It is impossible not to be touched by CMCC's large and generous chiropractic family. Each member stands by the investment they've made to ensure chiropractic education and research remain essential pillars of our profession."

For Dr. Sinclair, he clearly thinks we can't help but invest in the future. "If you believe that tomorrow must promise more choices, innovative chiropractic research and health care alternatives then join with us. Help make it happen."

More About CMCC

Located in Toronto, the Canadian Memorial Chiropractic College is a fully accredited, professional educational institution that has been in operation since 1945. CMCC is funded through tuition fees and private donations. Students must complete at least three years of university education before they are eligible for admission to the four-year, CMCC programme. Known around the world as a leader in chiropractic education, CMCC is committed to its proud tradition of offering excellence in education, advancing chiropractic research, and providing superior service to patients through its chiropractic teaching clinics.

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