

TB Vets Gets “Keyed” Up For Annual Campaign

Burnaby, B.C. – The TB Vets Charitable Foundation “elves” have been very busy again this year. On Thursday, December 28th, over 350,000 Keytags will be picked up by Canada Post and distributed to valued supporters throughout the province. TB Vets’ Keytag Campaign is their largest fundraising project of the year. Donations help fellow British Columbians breathe. TB Vets provides funding for respiratory equipment for B.C. hospitals, research into cures and treatment of respiratory diseases, and education of tomorrow’s Respiratory Therapists. To date, TB Vets Charitable Foundation has returned almost 200,000 sets of lost keys to grateful British Columbians. To donate, please visit them online at tbvets.org or call 604-874-5626.

- THE VISUAL:** Stacked up to 15 feet high, metal crates of over 350,000 Keytags sit waiting to find their home on key chains throughout B.C. They will be loaded by forklift into one Canada Post 18-wheel tractor-trailer truck.
- WHERE:** 4050 Graveley Street, Burnaby.
- WHEN:** **Thursday, December 28th from 10:00 a.m. – 12:00 p.m.**
- INTERVIEWS:** TB Vets Executive Director Ron Goyette will be on hand to meet with media.
- CONTACT:** Paul Holman will be on hand to offer assistance with the photo op. His cell number is 604-803-0543.

TB Vets Charitable Foundation receives no government funding. Donations to their annual Keytag Campaign and other initiatives allow TB Vets to help children and adults across B.C. in respiratory distress. Since 1946, TB Vets has provided grants in excess of \$10 million to purchase vital respiratory equipment in B.C. hospitals, fund local respiratory research and education, and support the training of future Respiratory Therapists. For more information on TB Vets or to find out how to donate or volunteer, please call 604-874-5626 or visit www.tbvets.org.

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For an interview with Executive Director Ron Goyette, please call Paul Holman of AHA Creative Strategies at 604-303-1052 or email paul@ahacreative.com.