



MEDAVIE HEALTH FOUNDATION PARTNERS WITH NEW DISCOVERY CENTRE ON HEALTH INITIATIVE

(Halifax, Nova Scotia. April 30, 2013) – Medavie Health Foundation today announced a one million dollar gift to the new Discovery Centre in support of the newly named Medavie Health Gallery.

Steve Parker, Chairman of Medavie Inc. and a member of the Medavie Health Foundation Board, announced the exciting new partnership alongside Discovery Centre President & CEO Dov Bercovici, onsite at Nova Scotia Power – the home of the New Discovery Centre.

“We’re committed to supporting initiatives that encourage individuals to live healthy lifestyles, which is what the new Medavie Health Gallery aims to do. Our hope is that this innovative science gallery will educate and empower visitors of all ages to rejuvenate their own mental and physical health and, in turn, create healthier communities,” said Parker. “We also applaud the Discovery Centre for building on this Gallery by developing supplementary programming for junior and high school students in Nova Scotia and beyond, further engaging our youth to be mindful of their own health and wellness.”

“We are thrilled to welcome this historic partnership from Medavie Health Foundation, which supports our vision of a world-class educational experience,” added Bercovici. “We believe that between our organizations and the innovative and important research being done in our region, we will dramatically change attitudes, perceptions and behaviours about health and mental health.”

Medavie Health Foundation’s announcement today makes this the second major leadership gift to the reDiscovery Campaign and marks the Foundation’s largest single donation to date. Nova Scotia Power previously announced a gift of rent-free space in their building for 25 years along with \$1 million over five years for title sponsorship of the Energy Gallery.

About Medavie Health Foundation

Medavie Health Foundation is funded by Medavie Blue Cross and our partner, Medavie EMS, as part of a long-term commitment to make a lasting impact in the communities where our employees and customers live and work. The Foundation is focused on two core causes of particular concern to Canadians – child and youth mental health and type 2 diabetes. It aims to bring organizations and communities together through collaborative multi-year partnerships and to support grassroots, community-based initiatives through an annual grants program.

As a not-for-profit organization, Medavie Blue Cross is proud to commit an annual social dividend of 10 per cent of our net income to the Medavie Health Foundation.

About the Discovery Centre

Discovery Centre, a 27-year-old non-profit charitable organization, stimulates interest, enjoyment and understanding of science and technology through innovative, hands-on experiences for visitors.

About the reDiscovery Campaign

The reDiscovery Campaign seeks to raise \$20 million to build a new, unique, state-of-the-art Discovery Centre in the Nova Scotia Power Building on the Halifax waterfront.

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