

PRESS RELEASE

For Immediate Release

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Oneida Health Auxiliary's Light a Light for Love Campaign Begins

Oneida, NY – The Oneida Health Auxiliary recently announced the kick off to their annual Light a Light for Love Campaign. The campaign offers community members a way to publically memorialize or honor a loved one, show appreciation, or to acknowledge the work of a community member all while supporting the delivery of local care.

“The year 2020 has been an especially challenging and there is no short list to the number of people we could recognize this year,” said Marty Mallery, Oneida Health Auxiliary Board President. “The Light a Light campaign is not only a great way to honor and memorialize a loved one, but also to recognize those essential workers including healthcare providers, police, firefighters, teachers, and many others who have helped keep us together during this trying time.”

Community members can participate in the 2020 Light a Light for Love Campaign online by visiting oneidahealth.org or by calling Andrea Narrow, Executive Assistant at Oneida Health, at 315-361-2300. Contributions to memorialize, thank, or honor an individual can range from \$10 or more with all proceeds benefiting patient and resident care at Oneida Health.

Those recognized during the Light a Light for Love Campaign will be listed in the Light a Light Book of Honor on display in the lobby at the Oneida Health ECF as well as on a rolling digital display in the hospital's main entrance. For contributions of \$100 or more, names will be displayed hourly on the LED boards located on Route 5 through the New Year. Lights on the tree in front of the hospital will also represent the loved ones being remembered and those being honored.

“The Light a Light Campaign is a great opportunity for the Auxiliary to help community members recognize those who are special to them while also directly supporting those who need care,” said Mallery. Over the years, the Oneida Health Auxiliary has raised thousands of dollars to purchase comfort care items for patients, residents, and staff which are outside of Oneida Health's operating budget. “From our littlest patients in the maternity to our seniors at the ECF, the contributions made to the Light of Light Campaign make a big difference for many throughout the year.”

For more information, please visit oneidahealth.org or call 315-361-2300.



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About Oneida Health

Oneida Health serves an area comprised of approximately 29 communities in Madison and western Oneida counties with a population of approximately 100,000. Operated by Oneida Health Systems, Inc, a New York State not-for-profit corporation, the organization includes a 101-bed acute care hospital, emergency department, state of the art surgery center, 160-bed extended-care and short-term rehab facility, primary care offices, internal medicine, comprehensive lab services, home medical equipment, comprehensive imaging services, outpatient therapy, and care specialties in: oncology, neurology, podiatry, vascular, sleep, OB/GYN, orthopedics, wound care, GI, pulmonary, and ENT. To learn more about Oneida Health, visit www.oneidahealth.org.