



**A message from Lianne Laing,
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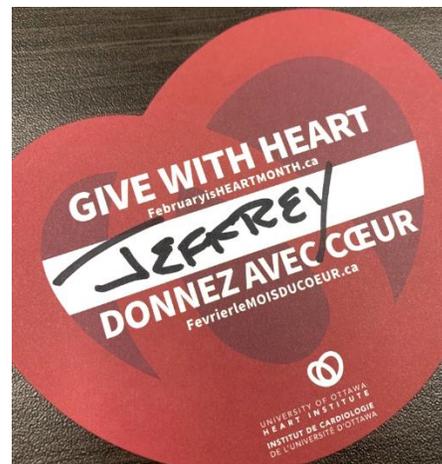
FOUNDATION CONNECTION

At various checkout counters over the Holiday madness, I was asked to support charities championed by local businesses. I'm sure many of you had similar experiences as you were 'out and about' preparing for the holidays.

My husband always donates, and while he has a generous heart, I know he does so because he unequivocally believes in *Karma* and that otherwise something terrible will happen, if he doesn't give. I don't want to say it's comical, and it really does benefit the community, but I chuckle to myself, wondering what brutal scenario he has imagined that always leads him to say yes.

Since 2002, I have seen these requests to give at the checkout with a different perspective. I see them as a friendly poke from my dad checking in on me. Some of you may know that I lost my father to a heart attack when he was just 57 years old. I always carry this life-changing event with me, so when I'm asked to give, I usually do so, even if the charity is not something that is close to my heart. I know it's my chance to put my dad's name on an item and feel his presence. I see these as sending love notes to my dad.

An image of the name Jeffrey written out in black marker made me smile as our team discussed this year's version of our Paper Hearts campaign, an important part of **February is Heart Month**. This popular fundraiser continues to grow, and we're so grateful to our amazing partners and their customers who go the extra mile. Plus, it's a wonderful way to help support the critical work and ground-breaking research happening daily at the Institute.





Fasten your seat belts. We've got a wild ride on the horizon for the next six weeks. We are not the city that fun forgot nor are we a boring government town. Ottawa may be documented as one of the coldest capitals on earth, but when called upon, our city knows how to heat things up (this is not a reference to our heating bills).

There is growth, leadership, and innovation happening daily in our beautiful city. So, we are embracing this outlook and changing our *Light the Town Red* to reflect that there is nothing "townie" about us, and to bring "*Light the Capital Red*" into full effect.



Let's put Ottawa on the map and into the headlines, without any reference to politics.

Please show your support for the work of the Heart Institute by lighting your businesses, homes, and offices in red throughout the month. Thank you to Preston Hardware for stocking their shelves with red bulbs and red flood lights to help make this easier.



Several new community events have been added to our event calendar, and we are excited to see people out once again. Thank you to everyone who already is or has participated. We look forward to sharing your support and to seeing your donations matched all month long.

Please head to our [Heart Month website](#) for all the details and ways to participate.

I also wanted to mention, that in recent months, we have had several new ideas proposed for fundraising opportunities. We are truly smitten with the “Apple A Day Keeps the Doctor Away” initiative spearheaded by Colin Zappia, a board member and Henry Mews, an OHL standout player with the 67's. This story goes beyond the typical “He Shoots, He Scores” and brings us full circle into a family's way of giving back. Please [read here](#).



I am always in awe of the historical evolution of the Heart Institute itself, from the people who helped build and shape it to those conceptualizing its future and medical breakthroughs. I wanted to share this interesting article in the [Ottawa Citizen](#) about one of our true innovators, Tofy Mussivand, who passed away last week.

Once again, it means so much to me to know that you take the time to read these emails and that you are with us as we go into one of our busiest months of the year. Thank you once again for supporting local, life-saving cardiac care with a truly global impact!

Much Love,
Lianne

Handwritten signature of Lianne.