

**For Immediate Release:**

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## **The Trews and Dean Brody Double as Surprise Entertainment for Hospital's Charity Auction**

**LONDON, Ont.** – On Saturday, November 4, 2017 award-winning Canadian artists, The Trews and Dean Brody, were revealed as the surprise entertainment at the 30<sup>th</sup> Country Classic Auction (CCA) – a large charitable event supporting London Health Sciences Centre (LHSC).

This is the eighth time CCA presented by Siskinds LLP has kept the entertainment a secret from the event-goers and the first time two headliners performed. Past artists include Barenaked Ladies, Blue Rodeo, Tom Cochrane with Red Rider, Great Big Sea, Serena Ryder, Burton Cummings and Walk Off The Earth. The Trews and Dean Brody treated more than 1,150 guests to a fantastic show.

The Trews, a rock band from Nova Scotia, hit the stage first playing hits like “Highway of Heroes” and “Not Ready to Go.” Following their performance was Canadian country artist, Dean Brody, best known for his songs “Canadian Girls” and “Bringing Down the House.”

The show is the finale to a fun-filled night for guests who don their country duds to support LHSC – playing games, enjoying a gourmet BBQ dinner and bidding to their heart's content on 17 experiential live auction items and 400+ silent auction items.

Organized by London Health Sciences Foundation (LHSF) and brought to life by hundreds of volunteers, community partners and donors for the last 30 years, this event has become one of the region's largest charitable auctions and has successfully raised over \$10M for LHSC.

“It truly is the outstanding commitment of Siskinds, Shoppers Drug Mart, National Bank Financial, and all our partners, along with our dedicated volunteers and donors who made Country Classic Auction so amazing this year,” says CCA Co-Chair Reg Jackson.

A highlight for many was the “Make a Difference Appeal” segment that specifically supported mental health care. Following a solo performance of *Make you feel my love* the emotionally charged crowd raised bid cards and in 15 short minutes donated a total of \$200,000.

“One-hundred percent of the proceeds raised during the Appeal will help our hospital support programs for people in the community at the earliest signs of mental health difficulties,” says LHSF President and CEO, John MacFarlane.

Additional funds raised from the event will support the highest priority needs of the hospital, which includes investing in equipment, research projects, and ultimately helping patients across the region for generations to come.

### **Country Classic Auction (CCA) by the numbers:**

Number of years:	30
Number of attendees:	1,150
Number of partners (sponsors):	30
Number of volunteers:	150
Number of auction items:	17 Live Auction items More than 400 items in the Silent Auction
Funds Raised:	\$10 million (net) in 30 years
Social Media:	@lhsfcanada #CCA30 #notalone
Website:	<a href="http://lhsf.ca/cca">lhsf.ca/cca</a>

**About The Trews:** the band has released five albums, House of Ill Fame (2003), Den of Thieves (2005) No Time For Later (2008), Friends & Total Strangers (2009) and 2011's Hope & Ruin. With two achieving Canadian Gold Sales status, 13 Top-10 singles, multiple awards for best single, video and live group and over 1000 International live shows under their belt, including support slots for the Rolling Stones, Robert Plant, Guns N' Roses, KISS and Bruce Springsteen this Canadian rock band never rests.

**About Dean Brody:** Dean hails from Jaffray, B.C. is a country music artist who has 16 Canadian Country Music Awards (CCMA) and two Junos, 2017 CCMA Fan's Choice Award and Songwriter of the Year and Top Selling Single of the Year Award for "Bush Party".

**About London Health Sciences Foundation (LHSF)** is a [Canada Revenue Agency](http://www.cra-arc.gc.ca) registered charity accredited by both [Imagine Canada](http://www.imaginecanada.ca) and the [Better Business Bureau](http://www.betterbusinessbureau.ca), linking our community and health care experts - including physicians, allied professionals, researchers, staff and educators - together in pursuit of medical excellence at [London Health Sciences Centre](http://www.lhsc.on.ca) (LHSC) and [Lawson Health Research Institute](http://www.lawsonhealthsciences.ca) (Lawson). Established to strengthen LHSC's ability to provide the highest quality health care for patients in Southwestern Ontario and beyond, LHSF offers opportunities to support discovery and innovation in research, education and patient care at our hospital. To see how donations enable extraordinary care, visit [www.lhsf.ca](http://www.lhsf.ca).

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