

## **Cummings takes care of business at the CCA**

**London, Ont.** – The secret is out. Burton Cummings is takin' care of business tonight at the Western Fair's Metroland Media Agriplex. The concert is part of London Health Sciences Foundation's 28<sup>th</sup> Country Classic Auction presented by Siskinds: the Law Firm.

Booking the former front man for The Guess Who was a closely guarded process with only four of the event's organizers in on the secret until Cummings was revealed as this year's performer late in the evening, during the live auction.

The appearance of the multi-Juno, multi-platinum, award winning musician (who can boast a star on the Canadian Walk of Fame with The Guess Who and another all his own) marks the sixth time the event has delivered an up-close-and-personal concert from award-winning artists to London Health Sciences Centre supporters. The surprise entertainment has become a favorite feature that caps off an evening where attendees dress down in country duds, have a gourmet BBQ dinner, and shop through hundreds of fabulous live and silent auction items – all for a great cause.

"It takes committed partners like Siskinds, and Shoppers Drug Mart, along with dedicated volunteers and great donors to make events like this so successful", says CCA Co-Chair Mike Mallek. "The CCA has become the largest and longest-running charity auction in the region because of our amazing supporters."

This year, the auction supports LHSF's Mental Health Campaign. The campaign's \$12 million goal includes support for the hospital's Early Intervention and Transition Age Programs, Mental Health Patient Assistance Program, Research and Innovation Catalyst Program, and other initiatives. Details on this campaign and all its priorities can be found at: [www.lhsf.ca/hospital-priorities](http://www.lhsf.ca/hospital-priorities).

"Community support is essential to keep London Health Sciences Centre at the forefront of health care," says LHSC President and CEO Murray Glendining. "Proceeds from this year's Country Classic Auction will help our hospital's Mental Health Services fund leading-edge research and education initiatives, enhance access and awareness, and strengthen the continuity of care for those with mental health disorders.

Mental Health Services at LHSC is among the few mental health programs in Canada that addresses the entire lifespan, with a treatment model based on the knowledge that earlier interventions produce better outcomes.

### **Country Classic Auction by the numbers:**

Number of years:	28
Number of attendees:	1,250
Number of partners (sponsors):	38
Number of volunteers:	180
Number of auction items:	17 Live Auction, 21 Super Silent Auction, and more than 350 in the Silent Auction.

For more on the Country Classic Auction visit [www.lhsf.ca/cca](http://www.lhsf.ca/cca)

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**London Health Sciences Foundation (LHSF)** is a [Canada Revenue Agency](#) registered charity that is accredited by both [Imagine Canada](#) and the [Better Business Bureau](#). We link 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 \(LHSC\)](#) and [Lawson Health Research Institute](#). Established to strengthen LHSC's ability to provide the highest quality health care for patients in Southwestern Ontario and beyond, LHSF offers opportunities to enhance and advance health care by supporting discovery and innovation in research, education and patient care at our hospital. To see why donations are so important in supporting extraordinary care for patients, their families and friends at LHSC, visit [www.lhsf.ca](http://www.lhsf.ca).

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