

For Immediate Release:

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The Arkells hit the country stage for local charity auction

LONDON, Ont. – On Saturday, November 3, 2018 multi-Juno award-winning Canadian rock band, the Arkells, took the stage as the surprise entertainment for the 31st Country Classic Auction (CCA) – one of southwestern Ontario’s largest charity auctions supporting London Health Sciences Centre (LHSC).

For eight years, CCA, presented by Siskinds LLP, has kept the live entertainment of the night the best kept secret – surprising over 1,100 guests at the Western Fair District Agriplex with top shelf talent. Past entertainers include Great Big Sea, Barenaked Ladies, Blue Rodeo, Tom Cochrane with Red Rider, Serena Ryder, Burton Cummings, Walk Off the Earth, Dean Brody and The Trews.

The show is the grand finale to an action-packed night for guests who put on their country duds to support LHSC – playing games, enjoying a gourmet BBQ dinner and bidding to their heart’s content on hundreds of silent and live auction items.

“CCA is always the highlight of the year on many people’s calendars. We’re truly grateful to have an event like this that brings the community together including the support of many partners like Siskinds LLP, Shoppers Drug Mart, National Bank Financial, along with hundreds of donors and volunteers,” says CCA Co-Chair, Reg Jackson.

Organized by London Health Sciences Foundation, this annual event has raised over \$10M (net) in 31 years. Funds raised from the event support the highest priority needs of the hospital, which include equipment, research projects, and patient care across the region both now and for generations to come.

A unique segment of the night, the “Make a Difference Appeal”, had an emotionally-charged crowd raising over \$337K in 15 minutes for the First Episode Mood and Anxiety Program (FEMAP) – a program providing mental health services to youth who experience mood and anxiety disorders. Among the donations was a special \$50K gift made by local mental health advocates and philanthropists, Paul and Barb Hebert, who tragically lost their son, Alex, to suicide in 2009.

“One hundred percent of the proceeds raised during the appeal will help FEMAP with additional resources to support the high demand in our community. With a five-month waiting list, the program is in grave need and these donations will surely go a long way to support our youth,” says LHSF President and CEO, John MacFarlane.

For more information on this event, please visit lhsf.ca/cca.

Country Classic Auction (CCA) by the numbers:

Number of years:	31
Number of attendees:	1,100
Number of partners (sponsors):	27
Number of volunteers:	150
Number of auction items:	15 Live Auction items 425 Silent Auction items
Funds Raised:	\$10 million (net) in past 31 years
Social Media:	@lhsfcanada #CCA2018
Website:	lhsf.ca/cca

About the Arkells: Arkells are a Canadian rock band, formed in Hamilton, Ontario. In 2006, they signed with Dine Alone Records, and have since signed with Universal Records Canada and Last Gang Records. They are managed by Last Gang Management. They have released five albums, two EPs and a number of singles that have charted in Canada. The band has won multiple Juno Awards, including one for their album High Noon in 2015.

About London Health Sciences Foundation (LHSF) is a [Canada Revenue Agency](#) registered charity accredited by both [Imagine Canada](#) and the [Better Business Bureau](#), 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](#) (LHSC) and [Lawson Health Research Institute](#) (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.

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