



MEDIA RELEASE

FOR IMMEDIATE RELEASE: Thursday, August 13th, 2026

HOSPICE LAUNCHES 24th ANNUAL FACE TO FACE CAMPAIGN

Windsor, ON., August 13, 2026 – Face to Face Campaign founder John Fairley, as well as our Honorary Co-Chairs Dr. Gary Ing and Katie Kennedy are pleased to announce the launch of the 24th annual Hospice Face to Face Campaign. This year's campaign will continue to raise funds in support of Hospice's Fairley Family Transportation Program.

For many years, The Fairley Family Transportation Program has supported rides to medical appointments for Hospice clients, as well as rides to a variety of Hospice Wellness Programs. In 2022, Hospice, in partnership with Essex-Windsor EMS, announced an innovative new program that the Face to Face Campaign now also supports - The G.E.N.I.E. Program (*Granting Exceptional N' Impactful Experiences*). The G.E.N.I.E. Program offers the opportunity for patients receiving Hospice care, whether in Hospice Residences or in their own home, to request special trips or outings. These rides would allow them to attend a family gathering, or visit a local park, or even visit their family home one last time.

"We're so grateful to everyone who supports the Face to Face Campaign year after year," said Katharen Bortolin, Hospice Executive Director. "Because of your generosity, people in Hospice care can receive the support they need while creating meaningful memories with their loved ones. Thank you for continuing to show up for our Hospice patients and families in such a meaningful and generous way."

"Twenty-four years ago, this campaign began with a simple goal...to ensure Hospice patients and their loved ones receive the care, comfort, and compassion they deserve," said John Fairley, Campaign Founder and Chair. "Today, thanks to the incredible generosity of Windsor and Essex County, that mission continues to touch countless lives. Every donation helps create precious moments for families during life's most difficult journey, and we're grateful to everyone who joins us in making this year's campaign another success."

The 2026 Face to Face campaign will operate similar to previous years, with canvassers able to collect donations both online (www.thehospice.ca) and in-person. Community members can show their support by pledging a specific canvasser, or supporting the cause as a whole, also either online or in-person. To access the Face to Face canvasser kit, or for more information visit: www.thehospice.ca. The Face to Face campaign runs from August 15 to September 30, 2026. In 23 years, Face to Face has raised over 1.8 million dollars for Hospice.

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Founded to provide compassionate, clinical, end-of-life care, The Hospice of Windsor and Essex County has been caring for our community since 1979. Our Hospice believes in equitable access to care for all. We provide specialized wrap-around services to adults, children, and their caregivers, in the setting of their choice – whether it be in our Residences or in their home. With only partial government funding, it has been through the generous support of our volunteers and our community that we have continued to provide memorable care, meeting the physical, emotional, and spiritual needs of patients and their loved ones.

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