

PARK NEWS

Family Hospice Memorial Tree Campaign

A simple fundraising appeal that began a decade ago has become a cherished local holiday tradition.

Family Hospice and Palliative Care is launched its 10th annual "Holiday Memorial Tree" campaign, which honors the memories of loved ones who have died, on seasonal trees at seven local malls.

For a suggested donation of \$20, a loved one's name is inscribed on a tag placed around the neck of white doves that adorn the trees. At least 15 trees will be on display between Nov. 15 – Dec. 26, at the following local shopping malls: The Galleria, Century III Mall, Ross Park Mall, Monroeville Mall, The Mall at Robinson, Clearview Mall, and Shenango Valley Mall. Doves are considered a symbol of those who are deeply missed.

"When this campaign began in 2001, we had one tree on display in The Galleria," said Maureen Haggarty, Vice President of Development for Family Hospice and Palliative Care, "and in 2009 we had close to 1300 names displayed on trees around the Pittsburgh area. It is a beautiful tribute to those whom we remember during the holiday season. We typically get requests for doves from people before the campaign even begins. It has evolved into a family holiday tradition."

Proceeds from the Holiday Memorial Tree campaign benefit thousands of families here in Western Pennsylvania who annually receive compassionate care, regardless of their ability to pay.

"Family Hospice is grateful for the partnership of the local malls, as they allow this campaign to be shared by so many," said Karen Eckstein, Special Events Coordinator at Family Hospice and Palliative Care. "We know of families who visit the malls and have their photo taken next to the tree displaying their loved one's name."

To purchase a dove, contact Family Hospice and Palliative Care's Development office at 412-572-8812. More information and order forms may be found at www.familyhospice.com (click on *Make a Gift / Holiday Memorial Trees*). Donors are able to choose at which mall their doves will be displayed.

For more information about Family Hospice and Palliative Care, visit www.familyhospice.com.