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**For Immediate Release:**

**BMH Foundation kicks off annual campaign with a focus on Women & Children**

MUNCIE- Local community leaders joined hospital officials Tuesday as the BMH Foundation launched their annual campaign. This year's campaign focuses on Women and Children services provided locally, which are vitally important to the families they serve.

"This is a campaign that seems natural to support," said Michael Galliher, 2009 Campaign Chair. "I believe that Ball Memorial Hospital is vitally important to the East Central Indiana Region and this campaign helps to maintain a high level of excellence for such a valuable community resource."

Dan Canan, President, BMH Foundation, spoke about the goals of the campaign during a kick-off breakfast attended by more than 100 volunteers and community leaders.

The purpose of the BMH Foundation is to serve as a resource for BMH to enable it to expand with excellence its provision of healthcare, education and research. This year, the annual campaign is focusing specifically on women and children services with a theme of "healthy babies."

Canan announced at the kickoff breakfast that this year's campaign goal is \$225,000

Kelly Stanley, Board Chairman for the BMH Foundation also announced during the kickoff two generous lead gifts provided by Ball Corporation and Old National Bank.

Funds raised through the campaign can be made in honor of or in memory of a special person. Donations can be made to support the area of greatest need or they can be earmarked to support a specific service area such as the Neonatal Intensive Care Unit, Perinatal Center, Pediatric Rehabilitation as well as The Cancer Center, Cardiac Services, Women and Children's Services or Graduate Medical Education.

In place of a traditional Honorary Chair individual, this year, The BMH Foundation is recognizing the lifelong commitment to Ball Hospital made by John and Janice Fisher. Serving as co-Vice Chairs are Dr. David and Mrs. Marcia Gobble. Physician Leaders are: Dr. Jeff Bird, Vice President and Chief Medical Office for BMH, Dr. Erin Vinson, American Health Network and Dr. Dan Lopiccolo, Voss Center for Women.

Anyone interested in supporting the 2009 BMH Foundation's Annual Campaign is encouraged to contact the BMH Foundation at (765) 747-3420. Donations can also be made online at [www.bmhfoundation.org](http://www.bmhfoundation.org).

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