



NEWS RELEASE

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BASSETT HEART CARE CAMPAIGN REACHES \$12 MILLION GOAL

Oneonta, NY - In 2002, at the Bassett New Year's Eve Gala, Dr. William F. Streck, Bassett Healthcare's president and chief executive, announced the public launch of the Bassett Heart Care Campaign. The timely capital campaign would bring comprehensive and previously unavailable cardiac care services and programs to central New York in the form of the Bassett Heart Care Institute. The campaign would also support relevant facility improvements such as a fifth-floor addition to Bassett Hospital to house a new state-of-the-art Critical Care Complex, enabling Bassett to expand its intensive care services. In addition, campaign funds would help build the corpus of the Medical Education Endowment Fund.

Two years later, at the 2004 New Year's Eve Gala, Dr. Streck announced that the campaign had reached its ambitious \$12 million goal. Campaign proceeds already been at work, helping Bassett provide new levels of care to patients in the region. To date, the Institute's experienced team has performed close to 500 surgical procedures and angioplasties at Bassett. The Critical Care Complex's combination of high-tech equipment and expanded space has improved the delivery of care and services for medical, surgical, and cardiac patients who require intensive or intermediate levels of care and benefited staff as well as staff. Assuring Bassett's prominence as a teaching facility, the campaign helped the Medical Education Endowment grow almost five percent to reach \$3.2 million.

In his remarks to Gala guests, Dr. Streck paid tribute to the donors and volunteers who helped Bassett make advanced and accessible cardiac care a reality and who are continuing to help make Bassett a stronger and more vibrant health care institution. "Please know that your contributions of time, talent and financial resources are truly appreciated. We are very pleased to have meet the \$12 million goal and advance our commitment to rural health care," he said. Dr. Streck acknowledged the contributions of Karen M. Elting, chair of the campaign and a "fund-raiser supreme," who also was the Gala's honored guest.

"Although the campaign has officially ended, fund-raising will continue for related cardiac initiatives," remarked Michael Stein, Bassett's vice president of external affairs. Smiling, he added, "There's still time to get in on the fun."

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Caption:

Dr. William F. Streck, Bassett's president and chief executive, announced the successful completion of the \$12 million Bassett Heart Care Campaign at the 2004 Bassett New Year's Eve Gala at The Otesaga Hotel.