



New Director of Marketing and Communications Joins the Foundation

SAINT JOHN, AUG. 17, 2020: The Saint John Regional Hospital Foundation is pleased to announce Shannon Hunter, an accomplished strategist and experiential marketer, is the Foundation's new Director of Marketing and Communications. Shannon has over 15 years of experience delivering effective marketing solutions through campaigns, programs and storytelling for beloved Atlantic Canadian brands.

"Inspiring the power of community is fundamental to the Saint John Regional Hospital Foundation," says Jeff McAloon, President and CEO of the Foundation. "We are excited to welcome Shannon to the team, as her role will focus on supporting the Foundation in how we engage New Brunswickers. And, of course, she'll continue sharing stories of the incredible care delivered across the province, the impact to patients and the generous community who makes it possible."

"I am grateful for the opportunity to work with the Foundation and its team of philanthropic leaders," Shannon says. "As a creative and driven marketer, I am passionate about working with organizations to bring new ideas and initiatives to life. Supporting the Foundation in its commitment to improving the health of New Brunswickers is an honour".

Shannon's role is effective immediately. Please reach out to her at the coordinates below with your stories and questions.

About the Saint John Regional Hospital Foundation

The Saint John Regional Hospital Foundation raises money for medical projects, spaces and tools not covered by traditional government funding. It also supports mental wellness, research, education and patient comfort. The projects supported by the Foundation's fundraising are advised by health care professionals. Learn more at www.thegive.ca

For more information and for media inquiries:

Shannon Hunter
Director, Marketing and Communications Director
Shannon.Hunter2@HorizonNB.ca
506.349.5116.