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HOSPICE HAWAII HOT PURSUIT FUNDRAISES RECORD \$60,000

HONOLULU (April 24, 2012) – Thanks to 211 participants and nine sponsors, Hospice Hawaii’s 3rd annual fundraising event Hot Pursuit raised a whopping \$60,000 – double what the event raised last year. Hot Pursuit is timed to coincide with National Healthcare Decisions Day, so while participants raised funds, Hospice Hawaii raised awareness about the importance of having an advance health care directive.

“Hot Pursuit is for people of all ages, and so is an advance health care directive,” said Kenneth L. Zeri, president and CPO of Hospice Hawaii. “It’s a wonderful opportunity to raise awareness that no matter your age or health status, you can use an advance health care directive to make important decisions now about the health care you wish to receive in the future.”

The funds raised will help Hospice Hawaii continue to provide quality end-of-life care and community support services, which include hospice care for patients and their families in the setting of their choice; bereavement camps and grief support groups; pediatric care; and end-of-life care to anyone medically eligible to receive hospice care, regardless of the person’s ability to pay.

Tesoro Hawaii was Hot Pursuit’s presenting sponsor, and has been supporting Hospice Hawaii as the presenting sponsor since the event began in 2010. Event sponsors also included University Health Alliance; KHON2 News; Hawaii Medical Service Association; The Queens Medical Center; ProService Hawaii; Edward Enterprises, Inc.; Coldwell Banker; and Go! Airlines.

(more)

About Hospice Hawaii

Serving the community since 1979, Hospice Hawaii specializes in providing comprehensive, interdisciplinary care to patients with life-limiting illnesses and their families in the comfort of their own homes. Hospice Hawaii also offers care in a home-like setting in Kailua. Created by the community and governed by a local board of directors, Hospice Hawaii strives to meet the physical, emotional, psychosocial, and spiritual needs of patients with quality end of life care. For more information about Hospice Hawaii, visit www.hospicehawaii.org.

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