

For Immediate Release:  
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## **The Hilker Hustle is Back, but with a Twist!**

~ Campbellford Memorial Hospital's CEO launches another fundraiser for the Hospital ~

**Campbellford, ON:** The President & CEO of Campbellford Memorial Hospital (CMH) is bringing back **The Hilker Hustle** fundraiser, but is switching it to two wheels. Brad Hilker took a few moments during the regular CMH Board meeting today to launch, **The Hilker Hustle on Wheels**.

For the past two years Mr. Hilker has raised funds for high priority medical equipment for the hospital, by setting a personal jogging goal, known as **The Hilker Hustle**. In 2014, Mr. Hilker ran almost 1,000 km and raised over \$3,000 for the hospital. In 2015, Mr. Hilker ran well over 1,000 km and raised an additional \$6,100 for new patient care equipment. This year, rather than running Mr. Hilker is hopping on his bike and is challenging himself to ride 2,000 km and raise \$8,000 for the hospital.

"Each year I like to set a physical goal for myself and thought I would change things up a bit this year," says Mr. Hilker. "So once the weather clears, I will be getting out my bike, and getting **The Hilker Hustle on Wheels** underway."

Mr. Hilker is planning to ride 1,900 km this spring and summer with the final 100 km by taking part in the **2<sup>nd</sup> Bike Up Northumberland!** event on September 10<sup>th</sup>. Launched last year **Bike Up Northumberland!** is a charity ride in support of Northumberland County's two hospitals; **Campbellford Memorial Hospital Foundation** and **Northumberland Hills Hospital Foundation**. Funds raised will be equally distributed to both Foundations to support the purchase of priority medical equipment. The cycling route follows the scenic Waterfront Trail from Cobourg to Presqu'ile Provincial Park in Brighton. The ride is designed for cyclists of all ages and abilities with 5, 10, 25, 50 and 100 kilometre routes.

"I am very pleased to see the two hospital foundations partner once again on this great event and it fits in very nicely with **The Hilker Hustle on Wheels**," says Mr. Hilker. "I hope many others will consider participating in **Bike Up Northumberland!** or supporting one of the riders."

For more details about **The Hilker Hustle on Wheels** please visit [www.givetocmh.ca](http://www.givetocmh.ca). To find out more about **Bike Up Northumberland!** please visit [www.bikeupnorthumberland.ca](http://www.bikeupnorthumberland.ca)

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