



What is Radio Day 2025 supporting?

This year, we are asking for our community's support in purchasing **two lifesaving Prismax machines for the Intensive Care Unit (ICU)** at the Cape Breton Regional Hospital (CBRH). These machines will be the first of their kind to arrive here in Cape Breton.

The Prismax takes over the role of failing kidneys by gently filtering blood 24-hours a day, unlike traditional dialysis which operates more rapidly over just four hours (putting immense strain on an already fragile body).



Who will my donation help?

Your donation will support some of our Island's most vulnerable patients, when they need it most.

Each year, more than **1,200 patients** rely on the care provided by the ICU, and **more than 700** require dialysis treatments. This includes patients experiencing sepsis, heart attacks, trauma and blood loss, and more.

The reality is that any of us or our loved ones could end up in the ICU, and it's important to be able to provide the best care possible. Prismax machines will improve critically sick people's chances of survival right here in Cape Breton and throughout Nova Scotia Health's Eastern Zone.



Why does the CBRH need Prismax machines?

When someone's kidneys fail, which is unfortunately a common and life-threatening complication, there's no time to wait. Without functioning kidneys, the build-up of waste and fluid in their bloodstream can become fatal.

While the CBRH has capacity to deliver traditional dialysis, the Prismax machine will deliver 'continual renal therapy,' which is needed to provide a more stable, gradual, and life-sustaining approach for patients who are too unstable for traditional dialysis or for transfer to Halifax.



How can I give to Radio Day?

Gifts can be made one-time, or you can sign up for monthly giving to increase your impact. All gifts of \$20 or more are eligible for a tax receipt. Donations can be made online at radioday.ca, or by phoning in on Radio Day at **1-877-567-8077**.

