

GlaxoSmithKline Foundation Receives Hospice Palliative Care Leadership Award

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(TORONTO) – The Canadian Hospice Palliative Care Association (CHPCA) has awarded The GlaxoSmithKline Foundation the 2004 CHPCA Leadership Award in recognition of its outstanding contribution to the field of hospice palliative care in Canada.

The CHPCA Leadership Award is given to an individual or group, in this case The GlaxoSmithKline Foundation, in recognition of their exceptional leadership, dedication and vision in advancing hospice palliative care for all Canadians. The Foundation has helped to achieve significant progress in hospice palliative care by initiating and supporting ground-breaking programs and bringing much needed attention to this issue.

Hospice palliative care – or end of life care – is a compassionate and comprehensive approach to helping the terminally ill and their family members. It involves emotional, practical and medical support at home, or in a hospital or community hospice.

“GlaxoSmithKline and our employees are honoured to receive this award from the Canadian Hospice Palliative Care Association,” says Paul Lucas, President of The GlaxoSmithKline Foundation. “It’s tremendously rewarding to know that the Foundation is contributing to a cause that will help so many Canadians.”

Commitment in Action

GlaxoSmithKline Inc. (GSK) employees chose hospice palliative care as the company’s cause of choice in 1997. Since then, the company has spearheaded a number of initiatives to assist the three million Canadians who care for terminally ill family members.

Living Lessons[®], a collaborative effort by The GlaxoSmithKline Foundation and CHPCA, has contributed to a marked growth in public awareness. *Living Lessons* helps to educate patients, family caregivers, medical professionals, policy makers and the public-at-large about the resources and expertise that are available in their communities and advocates for additional programs and funding. As part of the program, *A Guide for Caregivers* offers practical advice and a collection of compelling personal stories to support caregivers.

GSK reaffirmed its commitment to the hospice palliative care movement by becoming the first company in Canada to establish an extended leave benefit for employees needing time off from work to care for critically or terminally ill family members.

“The need for quality hospice palliative care is becoming more and more critical,” says Sharon Baxter, Executive Director of the Canadian Hospice Palliative Care Association (CHPCA). “Currently the Canadian health care system cannot meet the present or future demand for end-of-life care. But with partners like The GlaxoSmithKline Foundation, we are having a valuable impact on those in need.”

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Please visit the *Living Lessons*[®] website at www.living-lessons.org.