

## Video script key messages

**Note:** Please include your own personalized version of these messages to highlight your experience with Hope Air.

Hello, I'm X, speaking to you from X.

- Join us on May 6th to raise awareness of Hope Air's role in helping Canada deliver its promise of universal healthcare.
- Hope Air is a national charity that provides free flights and travel arrangements for people who must travel long distances to access medical care.
- For many people living in rural, remote, or underserved communities, accessing health services is difficult by the barriers of cost and distance.
- Too often, patients are faced with an impossible choice: their health or their finances.
- This year the charity is celebrating their 40<sup>th</sup> anniversary.
- For 40 years, Hope Air has helped remove barriers for patients in need requiring medical care far from home.
- Patients and their loved ones have been able to attend life-saving treatments, specialist appointments, and follow-up care they might otherwise have missed.
- That impact goes far beyond travel, it means earlier diagnoses, better health outcomes, reduced financial strain, and peace of mind during some of life's most challenging moments.
- When patients can focus on healing instead of worrying about the cost of getting to care, families remain stronger, local health systems stay connected to specialized services, and communities become more resilient.
- Hope Air exists to ensure that where you live does not determine whether you get the care you need.
- I encourage you to learn more about the incredible impact of Hope Air, share their mission, and, if you are able, consider supporting this life-changing service.