

April 17, 2026

Dear Mayor Ritsma,

On May 6th, we mark Hope Air Day, a national awareness initiative dedicated to raising awareness of Hope Air's role in helping Canada deliver on its promise to universal healthcare.

This year is a special year for the charity. We are celebrating 40 years that Hope Air has worked to remove one of the most significant barriers in our country, distance. As Canada's national charity providing free travel arrangements for patients who must travel far from home to access medical treatment, we have supported tens of thousands of Canadians in accessing lifesaving and life changing care that would otherwise be out of reach.

Universal healthcare in Canada guarantees coverage for medically necessary services, but it does not guarantee access. Too many Canadians still face financial and geographic barriers to reaching the care they need. Hope Air exists to close that gap, ensuring that where you live does not determine if you live.

We would be honoured to have your support in amplifying this message on Hope Air Day. Whether by sharing a video message, sharing a post on your social media channels, engaging your internal or external networks, displaying a poster, or proclaiming the day in your community, your voice helps reinforce the importance of equitable access to healthcare for all Canadians.

To make participation easy, we have created a dedicated [Hope Air Day Resource Hub](#) at www.hopeair.ca/hadresources, which includes:

- A digital participation guide
- Ready-to-use social media and digital assets
- Sharing and tagging guidelines
- A downloadable Hope Air Day poster
- A two week social media calendar leading up to and including May 6
- Video script messaging for a personal message about Hope Air
- A draft Hope Air Day Proclamation (attached)

Please let me know if you intend to support us on May 6 and I will ensure we share your support on our social platforms.

Additional information about Hope Air's impact can be found in our [2025 Impact Report](#)

Thank you for your continued partnership and for helping ensure that Canada's promise of universal healthcare extends to every community, regardless of geography or income. Please do not hesitate to connect if you have any questions or if we can support your involvement.

Kindest Regards,

Kristina