



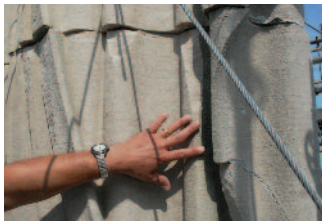
Please Help Save Our Lady



Considered by many to be the guiding light of Camden and beyond from atop Our Lady of Lourdes Medical Center this southern New Jersey landmark was damaged by the August 2011 earthquake that rocked the East Coast. The quake caused sections of the 30-foot, 15-ton statue to shift, causing a crack down the side of Our Lady of Lourdes. This damage was a major safety concern and the statue was secured with scaffolding while its plan for repair was developed. After months of preparation, the statue's top three sections were carefully removed and brought down for expert repairs at great expense and effort.

Hospital costs for this repair are \$100,000. We are asking the community to contribute to the preservation of this beloved area landmark.

Please give to the Our Lady Fund to help keep Our Lady of Lourdes standing tall over Camden for years to come. Please detach and return the form below, along with your tax deductible contribution to the Our Lady Fund, to preserve this iconic area landmark



Top: guy-wires were wrapped around the statue to stabilize her. Left: scaffolding was erected less than 24 hours after the earthquake. Right: detail of some damage. Photos: Erik Highland/Superior Scaffold.



A Ministry of the Franciscan Sisters of Allegany, NY ~ Member of Catholic Health East ~ www.lourdesnet.org
blue dotted line indicates perforation, does not print

Yes, I would like to help Save Our Lady. Enclosed is my tax deductible gift:

\$25 \$50 \$75 \$100 \$250 \$500 Other _____

Name _____

Street Address _____ City _____

State _____ Zip Code _____ Phone _____ Email _____

Please charge my credit card: Visa MasterCard American Express

Card No. _____ Exp. Date _____ Signature _____

Please see back for mailing information and other ways to make your donation.

About the Statue of Our Lady of Lourdes

The iconic statue of Our Lady of Lourdes has stood atop Our Lady of Lourdes Medical Center in Camden, NJ for over 60 years. Our Lady of Lourdes Medical Center is the region's only Catholic hospital, enhancing the health and well-being of southern New Jersey's residents.

This landmark statue of Our Lady of Lourdes is made of Indiana limestone. She weighs 15-tons and is 30 feet tall. In March 21, 1949 it took workmen a week to raise the 15-ton statue above the hospital. The massive statue was separated into six sections to help place the statue. At the time, she was one of the largest statues in the country.



Whether serving as a holy figure to pray to or a comforting light outside their window at night, residents have found meaning and purpose in Our Lady.

Once installed, the statue stood 185 feet above street level and was lit by flood lights at the base. Above the head, a 3-foot, 1,000 pound halo of amber neon lights flashed on and off from dusk to dawn to serve as a beacon to passing aircrafts.

During its early construction, a cable holding the top of the head snapped. A beam went flying across the tower and the head teetered on the parapet – at risk of falling seven stories and smashing to the ground. This prompted the hospital's first administrator, Sister Mary Paracleta, to write a note of blessing and place it inside the head asking Our Lady of Lourdes to protect the city and its residents. Bishop Eustace also placed a small relic of St. Francis inside the head.

In August of 2011 a rare 5.8 magnitude earthquake damaged the statue, causing a long vertical crack and posing an immediate safety risk to the statue itself and to the hospital she

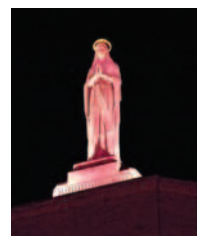
stands watch over. In less than 24 hours she was secured with guy wires and scaffolding was built around her as engineers developed a repair plan. In November, crews began the careful and costly task of repairing this beloved landmark.

Hospital costs for this repair are \$100,000. Please give to the Our Lady Fund to help keep the beloved Our Lady of Lourdes statue standing tall over Camden for years to come.

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Until the recent earthquake the 15 ton statue of Our Lady has stood over Our Lady of Lourdes Medical Center in Camden, NJ for 60 years without needing repair.



October 2011 was the first October in many years the statue was not lit in pink light during Breast Cancer awareness month.

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Our Catholic identity is vital to the history and future for Lourdes Health System. Lourdes is committed to being a transforming, healing presence within the diverse communities in which we live and serve. For many, the statue of Our Lady of Lourdes is a symbol of health and strength in Camden.

How to Help Save Our Lady of Lourdes

Give online:

<http://www.lourdesnet.org/ourlady>

By cell phone or mobile device:

Text LHF to 27722 to give \$10!

A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. You will also receive up to 1 message per day from Lourdes Health Foundation Alerts. Msg&Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of Lourdes Health Foundation by the mGive Foundation and subject to the terms found at www.mGive.com/A. To unsubscribe text STOP to 27722, for help text HELP to 27722.

By Check:

Checks can be made payable to "Lourdes Health Foundation – Our Lady Fund" and mailed to: Lourdes Health Foundation c/o Our Lady Fund 1600 Haddon Avenue Camden, NJ 08103.

For more information:

Please contact, Lourdes Health Foundation at 856-705-1372 or foundation@lourdesnet.org.