

## READER VIEWS

### A valued community partner

Earlier this year, Niagara Falls Redevelopment Executive Vice President Roger Trevino garnered laudatory headlines for his role in bringing world-renowned aerialist Nik Wallenda to Niagara.

While the kudos were well deserved, Roger's involvement in the city's most exciting event in recent memory came as no surprise to Niagara Falls Memorial Medical Center, where we've long appreciated Roger's leadership and the steadfast support of Niagara Falls Redevelopment owner Howard Milstein.

Niagara Falls Memorial Medical Center is the city's only hospital, one of its largest employers and the linchpin of its Memorial Park neighborhood. As a not-for-profit health care network serving an economically challenged community, Memorial is most appreciative of the many individuals and institutions that support our health and wellness efforts in the city and surrounding communities.

Niagara Falls Redevelopment consistently supports health education initiatives including Memorial's annual Healthy Heart Fair; "Time Lost is Brain Lost," our annual forum on the prevention and treatment of stroke and most recently "Ladies Night Out," a health and wellness expo attended by more than 600 women.

NFR has also joined Memorial in sponsoring numerous events in historic Schoellkopf Park. Those events -- the annual "Rockin' the Park" and "Arts in the Park" -- provide free entertainment for area residents

of all ages including those who live in our Schoellkopf Health Center.

Additionally, NFR has provided support for Memorial fundraising activities that are essential to the hospital's growth and stability.

As a community we need to work together to address our challenges and serve our residents. When it comes to health and wellness, Niagara Falls Redevelopment has been a valuable partner.

**Joseph A. Ruffolo**  
President & CEO  
Memorial Medical Center