



Fall 10-20-2014

HCMT Students, Agape Senior Partner for Hospice Fundraiser During Homecoming

Winthrop University

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Winthrop University, "HCMT Students, Agape Senior Partner for Hospice Fundraiser During Homecoming" (2014). *Winthrop News 2014*. 199.

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HCMT Students, Agape Senior Partner for Hospice Fundraiser During Homecoming

Quick Facts

- The "Life Blooms Eternal" umbrella display will be available at Winthrop Lake Nov. 13-16 during 2014 Homecoming & Reunion Weekend.
- Funds raised support social awareness of Hospice services and benefits for those who cannot afford needed care.



"Life Blooms Eternal" 2013 at Winthrop Lake

ROCK HILL, SOUTH CAROLINA – Winthrop **healthcare management students** along with **Agapé Senior** will place an array of colorful floral umbrellas around Winthrop Lake Nov. 13-16 as part of a fundraiser and community awareness campaign for Hospice.

Each umbrella in the stunning "**Life Blooms Eternal**" display, which featured more than 500 umbrellas in fall 2013, is sponsored by a donation or memorial from families in honor of a loved one. Funds raised support Agapé Senior's non-profit foundation, **Agapé Senior Foundation**, and funds are used to raise social awareness of Hospice services and to provide benefits for people who cannot afford necessary

care.

"**Life Blooms Eternal**" began as a project in Michael Matthews' healthcare marketing class several years ago. Matthews, associate professor of healthcare management, explained that the project serves as a way to raise awareness about the important services Hospice offers.

"The community needs to learn more about what Hospice is and what it is not," said Matthews. "Hospice is dedicated to maximizing the quality of time left for those who are terminally ill. We hope to bridge the knowledge divide."

To find out more about the project, or to make a donation, contact Matthews at 803/323-2463 or matthewsm@winthrop.edu.

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