

News From **SickKids**[®]

FOUNDATION

FOR IMMEDIATE RELEASE

Peterborough community believes in SickKids

Corus Radio listeners raise more than \$45,000

PETERBOROUGH, ON – Friday, May 8, 2009 – The second Annual SickKids Radiothon came to an emotional close this evening in Peterborough as the final tally of **\$45,021** was revealed in the closing broadcast minutes on The Wolf 101.5 FM and AM 980 Kruz. Broadcasting from 9:00 a.m. to 9:00 p.m. live from their studios, close to 30 families from the Peterborough and Central Ontario area shared their inspirational stories in an effort to raise much-needed funds for The Hospital for Sick Children (SickKids).

“This is a tremendous community of people who have really rallied for SickKids,” said Shannon Van Rassel, Senior Director, SickKids Foundation. “Community support makes all the difference and Peterborough’s contributions are even more meaningful during this difficult economic time. We are very grateful for the support from The Wolf, 980 Kruz and the local businesses who helped us make this second annual Radiothon a success.”

“Our listeners were definitely moved by the emotional family stories they heard on-air from morning till night,” said Brian Ellis, Operations Manager, The Wolf 101.5 FM. “We’re proud of them for showing their support for SickKids and raising more than **\$100,000** in the two years combined. We all benefit by having a world-class child health facility so close to home if and when we need it.”

SickKids is visited by more than 6,500 patients from the Peterborough and Central Ontario area each year and donations make all the difference for these families. The money raised from this second Annual Radiothon will go a long way to support the highest priority needs of SickKids including much-needed research that ultimately leads to higher survival rates, less pain for children, and less time in hospital.

The second Annual SickKids Radiothon was made possible by our friends at Corus Radio and CHEX TV in Peterborough and this year’s sponsors Jiffy Lube and Peterborough Chrysler.

People can continue to donate by calling 1-877-584-KIDS (5437) or going online at www.sickkidsradio.com.

About SickKids Foundation

SickKids Foundation is the largest non-governmental granting agency in children's health in Canada. Since 1972, the Foundation has generated more than a billion dollars towards children's health care and has granted more than \$70 million to researchers across the country. Our mission is to inspire our communities to invest in health and scientific advances to improve the health of children in Canada and around the world. Our vision is "Healthier Children. A Better World."TM

In September 2005, SickKids Foundation launched the largest fundraising campaign for a hospital in Canada. The SickKids Believe fundraising campaign has a goal of \$500 million to be reached by 2011.

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