

**FOR IMMEDIATE RELEASE**

Media Advisory

**Radiothon hits the airwaves on The Wolf 101.5 FM and  
AM 980 Kruz on May 8 in “two-peat” for SickKids Foundation**

**TORONTO, ON – Wednesday, April 8, 2009** – Two of Peterborough’s favourite radio stations – The Wolf 101.5 FM and AM 980 Kruz – will dedicate their airwaves for 12 hours on Friday, May 8, 2009 to share the courageous stories of local families to raise funds for Canada’s most research-intensive hospital, The Hospital for Sick Children (SickKids). Last year’s first annual Peterborough Radiothon raised more than \$55,000 thanks to generous community supporters who tuned in to hear close to 50 local families speak about their SickKids connection.

Both of these Corus Entertainment Radio stations will be broadcasting live from their studios at 159 King Street. From 9:00 a.m. to 9:00 p.m. on May 8, listeners will hear the inspirational stories of patients and families from the Peterborough and Kawartha regions, who have come to rely on the life-saving research and care that SickKids provides.

More than 6,500 patients from the Peterborough and Central Ontario area visit SickKids each year and donations make all the difference for these families. The money raised throughout the 12-hour Radiothon will help support highest priority needs including much-needed research that ultimately leads to higher survival rates, less pain for children and less time in hospital.

Peterborough and area patients and families interested in participating in this year’s Radiothon are invited to share their story with SickKids Foundation. To share your SickKids story visit <http://www.sickkidsfoundation.com/ourstories/ShareYourStory.asp> or call 1.800.661.1083, ext. 2039. Families can also visit the radio station’s web site at [www.thewolf.ca](http://www.thewolf.ca) and click on the “Share Your Story” button.

The second annual Peterborough Radiothon is made possible by our friends at Corus Entertainment Radio in Peterborough and Foresters<sup>™</sup>, underwriters of all Children’s Miracle Network Radiothons across North America. Sponsors of this year’s Radiothon include Jiffy Lube and Peterborough Chrysler.

**Who:** Corus Radio Stations – The Wolf 101.5 FM and AM 980 Kruz  
SickKids patients and families from Peterborough and area

**What:** Second Annual Peterborough Radiothon for SickKids

**When:** Friday, May 8, 2009  
9:00 a.m. to 9:00 p.m.

**Where:** Tune into The Wolf 101.5 FM or AM 980 Kruz  
Broadcasting live in studio

**For more information contact:**

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Public Affairs

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