

News from
SickKids[®]
FOUNDATION

FOR IMMEDIATE RELEASE

Fairchild Radio listeners raise more than \$83,000 for SickKids

Toronto, ON (Friday, September 19, 2008) – Hearing was believing for thousands of Fairchild Radio listeners who tuned into the second annual SickKids Radiothon and raised more than \$83,000 for The Hospital for Sick Children (SickKids). Funds raised during the Radiothon held Thursday, September 18 from 7 a.m. until noon will support child health research and highest priority needs at the hospital.

Broadcasting live from the Atrium at SickKids, this year's Fairchild Radiothon was part of *Believe in SickKids Week* and featured five hours of stories from SickKids patients, families and staff who shared their personal connections to the hospital.

“These families are the reason we do what we do and they are the ones who will directly benefit from the generosity of this community,” said Michael O’Mahoney, president of SickKids Foundation. “We are grateful to Fairchild Radio for their support and especially to their listeners for demonstrating their belief in SickKids and the need to continue to improve children’s health.”

Thanks to the support of Fairchild Radio, in particular, Edmond Chun-Hon Tse, general manager, Fairchild Radio-Toronto, all the DJs, technical and administrative staff, as well as the SickKids families who shared their stories, SickKids Foundation will direct this money towards critical research in order to continue to provide the life-saving care SickKids is known for.

Believe in SickKids Week on Fairchild Radio would not have been possible without the generosity and support of: The Toronto Hong Kong Lions Club, Royals Couture Group, Dyamond Co. Ltd., Dr. Sylvia Chiang and Dr. Michael Mah.

Donations can still be made by calling 416-591-8707 or online at www.am1430.com.

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