

News From **SickKids**[®]

FOUNDATION

FOR IMMEDIATE RELEASE

News Release

Toronto community raises \$3.7 million for SickKids

TORONTO, ON, Friday, March 30, 2007 – Hearing was believing for millions of listeners across the GTA who tuned in and opened their hearts for The Hospital for Sick Children (SickKids). As The 21st Annual SickKids Radiothon ended at 6 p.m. today, SickKids patients proudly displayed a final tally of \$3.7 million, an all-time high for any Radiothon in North America. More than 120 families, patients and staff shared their stories over the past three days through 112 hours of live broadcast hours on Newstalk 1010 CFRB, 97.3 EZ Rock and 99.9 MIX FM.

“It is overwhelming when you think about the families who shared their personal stories of courage and let listeners into their everyday reality,” said Michael O’Mahoney, President of SickKids Foundation. “I was personally touched by the magnitude of support that came pouring in from the community over the last three days. Once again the listeners in Toronto recognized the need for their support and demonstrated that they believe, as we do, that every child deserves to be healthy.”

Once again this year, Foresters, a life insurance organization, has underwritten the costs of every Children’s Miracle Network Radiothon across North America including the SickKids Radiothon. As a result of their support, every single dollar raised over the past three days went directly to the hospital. The money raised from this year’s radiothon will go towards the highest priority needs at SickKids, critical to ensuring SickKids has the facilities, equipment and staff needed to conduct leading-edge research and to provide the life-saving care for which the hospital has become known.

First-time Radiothon host and 99.9 MIX FM morning show co-host, Mad Dog seemed personally touched throughout the entire event. “I’ve been coming to SickKids for the past five years and truly appreciate what a gift this institution is for the hundreds of thousands of kids who pass through its doors every year,” he said. “It’s hard to believe but what we brought to listeners these past few days was just a glimpse at the magnitude of research and care this hospital provides every single day.”

One of the most unforgettable elements of this year’s Radiothon was The Wishing Wall, a powerful display that transformed a wall at SickKids into a symbol of hope for patients and families who shared their thoughts and wishes throughout the three days. Nine-year-old Valentina wished “that all deaf kids could hear.” Sydney, 17, wished “that SickKids will be able to give every child the chance they need, like they gave me.” But 14-year-old Spenser’s wish seemed to

sum everything up, “I wish that kids didn’t have to wish to be healthy.”

Through the combined efforts of Miracle Club members who signed up to give \$18 a month, these children’s wishes have a chance of coming true. People can still continue to donate by calling 1-877-584-5437 or on-line at www.sickkidsradiothon.com.

About Foresters

Foresters makes life happen for families, children and communities. As Foresters grows by helping families with life insurance needs, the capacity to make a difference also grows. Foresters is proud to share time, talent and financial strength to help raise funds for The Hospital for Sick Children through national and local support of Radiothon. Foresters support means that every dollar raised during Radiothon stays in the community to support the work of our hospital.

About SickKids Foundation

In September 2005, SickKids Foundation launched the largest fundraising campaign for a hospital in Canadian history with a goal of \$500 million to be reached by 2011. SickKids Foundation was established in 1972. Its mission is to inspire its communities to invest in health and scientific advances to improve the lives of children and their families in Canada and around the world. Its vision is “Healthier children. A better world.”

In addition to its support of The Hospital for Sick Children, the Foundation has a mandate to support children’s health on a national basis. Through its National Grants Program, SickKids Foundation invests \$4 million annually across Canada in paediatric research, focusing on issues important to children’s health which have not been addressed elsewhere.

-30-

For more information contact:

Lori Abbott

SickKids Foundation

w: 416-813-8292, c: 647-241-6525

Email: lori.abbott@sickkidsfoundation.com