

# News From **SickKids**<sup>®</sup>

FOUNDATION

FOR IMMEDIATE RELEASE

## **Toronto community believes in SickKids**

*Astral Media listeners pledged their support to the tune of \$2.3 million*

**TORONTO, ON – Thursday, April 29, 2010** – Another exciting and emotional SickKids Radiothon came to a close at 6 p.m. today after hundreds of Astral Media listeners from the GTA community dug deep into their wallets in support of The Hospital for Sick Children (SickKids). At final tally, the 24<sup>th</sup> Annual SickKids Radiothon raised \$2,329,021.

A mix of current and former SickKids patients and families recounted their compelling stories on Astral Media's Toronto radio stations – Newstalk 1010, Boom 97.3 and Virgin Radio 999 – during the 12-hour broadcast motivating Toronto-area listeners to phone in and pledge their donations. SickKids was again a beneficiary of Astral Media's "National Day of Caring for Kids Radiothon."

Returning with their continued support, Foresters<sup>™</sup>, a provider of quality life insurance, shared its financial strength with the SickKids community as our very generous presenting sponsor. More than 150 Foresters employees volunteered their time to create 300 teddy bears for patients currently in Hospital and more than 60 volunteers answered donor calls and accepted pledges throughout Radiothon.

"Together with the Astral on-air hosts today, we've been calling out to the community and asking for their support and again they've heard us and stepped up with their generous donations. For that we are so grateful," says Ted Garrard, President and CEO, SickKids Foundation. "The annual SickKids Radiothon is a highlight of our annual fundraising activities not only because of all the patients, families and volunteers who come together to make it successful, but because it raises critical funds in support of the Hospital's highest priority needs."

As the afternoon radio hosts, together with SickKids patient Tobin Haas, 10, announced the final tally, more than \$2.3 million had been raised for SickKids Foundation. All told, these three radio stations have raised more than \$36 million for SickKids Foundation through 24 Annual SickKids Radiothons, and golf tournaments and corporate donations.

The day's emotional stories moved children and adults alike. SickKids staff, volunteers from Foresters and even the team from Astral Media felt the impact of meeting the patients and hearing their stories.

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“It is hard for most of us to imagine being in the shoes of a young child fighting for their life. The stories of the extraordinarily courageous children and families we met today were powerful and compelling to say the very least. Thanks to our listeners for their generous donations,” said Sherry O’Neil, vice president and general manager, Astral Radio GP.

Through the combined efforts of Miracle Club members who signed up to give \$18 a month, just \$0.60/day, these children’s wishes have a chance of coming true. People can continue to donate by calling 1-877-798-5437 or going online at [www.sickkidsradiothon.com](http://www.sickkidsradiothon.com).

### **About Foresters**

Founded in 1874 as a fraternal benefit society, Foresters™ champions the well-being of families through quality life insurance, unique member benefits and inspiring community activities. Foresters shares its financial strength with more than 675,000 members in the United States, Canada and the United Kingdom. Unity Life of Canada‡, a wholly owned subsidiary of Foresters, represents Foresters in Canada. For more information, please visit [www.foresters.com](http://www.foresters.com).

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‡ Unity Life of Canada, a Foresters company, is a wholly owned subsidiary of The Independent Order of Foresters

### **About SickKids Foundation**

Established in 1972, SickKids Foundation is the fundraising organization for The Hospital for Sick Children - one of Canada's most research-intensive hospitals and the largest centre dedicated to improving children's health in the country. The Foundation's fundraising is driven by the belief that improving the health and wellbeing of children is one of the most powerful ways to improve society.

Philanthropy is a critical source of funding for The Hospital for Sick Children. For the fiscal year ending March 31, 2009, SickKids Foundation made an investment of \$64.4 million in children's health research, education and care. A direct result of community support, this is the largest investment in paediatric health care and one of the largest contributions to a hospital anywhere in Canada. The shared vision of SickKids Foundation and The Hospital for Sick Children is "Healthier Children. A Better World."™

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