

the montreal
children's
hospital
foundation



PRESS RELEASE
FOR IMMEDIATE RELEASE

The Radiothon raised \$1,212,562 for the Children's young patients and their families!

The *Caring for Kids* Radiothon, in partnership with CJAD 800, 95.9 Virgin Radio, CHOM 97.7 and TSN Radio 690, raised an impressive sum to help sick children and their parents during the COVID-19 crisis and beyond.

Thursday, August 27, 2020 – The Montreal Children's Hospital Foundation and radio stations **CJAD 800, 95.9 Virgin Radio, CHOM 97.7** and **TSN Radio 690**, are proud to announce that the special edition of the *Caring for Kids* Radiothon on August 27, 2020, raised \$1,212,562 for the Children's young patients. There is no pause for sick children during the current crisis. Scores of listeners joined the *Circle of Hugs* with a monthly donation of \$20 or more and the one-day total clearly demonstrates their generosity in these uncertain times.

Live on air from outside the Children's P.K. Subban Atrium, 19 young patients' families shared personal stories of how their lives were touched by the exceptional care of the hospital's caring professionals. Despite the pandemic, they wished to express their gratitude to the Montreal Children's Hospital in person at the Foundation's beloved fundraising event.

By adapting to the challenges of Covid-19, the Foundation and its valued partners worked together to ensure the success of this flagship event, all to help sick children and their parents who need this support right now. The generous participation of hospital staff during the Children's Champions interviews also contributed to the success of this year's edition, which complied with optimal infection control measures.

Since 2004, over \$25 million has been raised for the Children's thanks to **CJAD 800, 95.9 Virgin Radio, CHOM 97.7** and **TSN Radio 690**. Monies raised go to the *Healthy Kids Fund* to meet the Hospital's most urgent needs, which include medical and surgical equipment and funding for innovative projects. More than ever before, these donations will help sick children receive the exceptional care for which the Children's is renowned.

The Children's Foundation thanks the Bell Media radio stations as well as our phone bank partner **Dormez-vous** and Miracle Hour sponsors **Belden Canada ULC, Fuel Transport, Larente Baksh and Associates Group at TD Wealth, Pfizer Canada, Revolution Textiles & Home Decor, SNC-Lavalin** and **The Tenaquip Foundation**.