

On behalf of the Alberta Children's Hospital Foundation

The 19th annual Country 105 Caring for Kids Radiothon is going ahead February 2, 3 & 4, 2022!

We are extremely grateful to CORUS Radio for recognizing how important Radiothon is to our hospital and to our community – perhaps now more than ever. While we are still working on pulling together another off-site, VIRTUAL event, we know the success of Radiothon depends on you! As our Foundation staff continues to work from home, we will depend on your introductions to families even more this year.

Since you know the children best, we would greatly appreciate your suggestions for kids and families who would be interested in sharing their story with our Foundation's Communications staff. Here are some criteria to consider when submitting a potential Radiothon family:

- The child and family are grateful with very positive things to say about the care received at/through ACH.
- Special connections with staff members make great Radiothon stories.
- The story is heartwarming and compelling.
- The child and her/his family are comfortable speaking in public.
- The child and her/his family are willing and able to interact well with radio, print & tv media.

Recognizing that you face very demanding schedules, we will take care of all the leg work, including contacting the families, gaging their interest and interviewing them for suitability. ***We would, however, ask that you have the family's permission for the Foundation to contact them when you send us your recommendations. If you aren't sure if the family has been on Radiothon before, please email me to find out. To avoid disappointment, please refrain from promising families they'll be on Radiothon...rather, perhaps say something like this: "Would you be open to sharing your story with someone at the Foundation to help raise awareness and funds for the hospital?"***

Please provide the **child/family's name, contact info, the department(s) they visit, primary caregivers** and a little bit about them.

Last February, Radiothon raised \$3.8 million, bringing the 17-year total to \$35 million - which has funded the latest life-saving equipment, ground-breaking research and specialized family centred programs at the Alberta Children's Hospital. With your help, we will make the 2022 Caring for Kids Radiothon our best yet – because our community needs it.

Please contact Justine Clay, at jclay@achf.com or 403-801-4198 with your recommendations for families. And thank you in advance for helping to make our 19th annual Caring for Kids Radiothon one for the books!