



HOSPITALS of REGINA
FOUNDATION

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Saving Babies' Lives 28th Annual Z99 Radiothon Raises \$770,001

For the 28th year of the Z99 Radiothon, Z99's hosts, CC, Lorie and Buzz once again hit the airwaves live on March 19th and 20th for a total of 36 hours to help save babies' lives. Thanks to the overwhelming community support and the generous \$150,000 matching donation of PotashCorp, the Radiothon raised \$770,001 for the Hospitals of Regina Foundation (HRF) in support of the Neonatal Intensive Care Unit (NICU) located in the Rawlco Centre for Mother Baby Care at the Regina General Hospital.

Proceeds from this year's Radiothon will help purchase new equipment including Giraffe isolettes (incubators that keep babies warm and safe and protect them from noise, drafts and infection), a digital X-ray machine and an advanced feeding system and tele-health equipment that allows staff to assess and recommend care for babies in southern Saskatchewan hospitals before they arrive in Regina.

"When it comes to the health of newborns, the importance of the NICU cannot be overstated for the families of the 500 to 600 babies per year that need immediate, critical care," says Tom Sorenson, Manager of the NICU. "Thanks to the support of Rawlco Radio, the generous \$150,000 donation from PotashCorp, a \$25,000 donation from Gordon Rawlinson, owner of Rawlco Radio, and community donors, we are able to continue to provide the best care available for babies and peace of mind for parents."

"The fact that the Radiothon is successful after 28 years speaks volumes about the willingness of our community to respond to the call to action to build a healthier community by supporting the lives of fragile babies," says Tom Newton, Vice President and General Manager, Rawlco Radio. "Thanks to the outpouring of generosity from everyone involved, the Rawlco Centre for Mother Baby Care is able to care for babies with critical needs with leading-edge technology and equipment, as well as with expert care, support and compassion."

"It is an honour to work with community partners such as Rawlco Radio and PotashCorp in support of children's healthcare," said Kevin Knight, Vice-Chair, HRF Board of Directors. "It is through the dedication and compassion of our partners that the NICU is able to provide the very youngest in our community with a healthy, happy start in life. We couldn't do it without you!"

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