



FOR IMMEDIATE RELEASE

Saving Babies' Lives 29th Annual Z99 Radiothon Raises \$783,807

March 18, 2016, Regina, Saskatchewan - For the 29th year of the Z99 Radiothon, Z99's hosts, CC, Lorie and Cassity hit the airwaves on March 17 and 18 for a total of 36 hours to help save babies' lives. Thanks to the overwhelming community support and the generous \$150,000 donation of PotashCorp, the Radiothon raised \$783,807 for the Hospitals of Regina Foundation (HRF) in support of the Neonatal Intensive Care Unit (NICU), located in the Regina General Hospital. That brings the fundraiser's 29-year total to \$7.2 million for babies in need.

"When it comes to the health of newborns, the importance of the NICU cannot be overstated for the hundreds of families 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 continue to support the best care available for babies and peace of mind for parents."

"The fact that the Radiothon is successful after 29 years speaks volumes about the willingness of our community to respond to the call to action to support and enhance the lives of fragile babies," says Tom Newton, Vice President and General Manager, Rawlco Radio.

President and CEO, HRF, Dino Sophocleous says, "Never underestimate the spirit of this community. We are touched by the outpouring of generosity we saw these past two days. Through this fundraiser, our community has demonstrated once again a strong commitment to their health care today and to brighter futures tomorrow. We can't say thank you enough to Rawlco Radio, the Z99 team and our supporters."

The NICU is located in the Rawlco Centre for Mother Baby Care at the Regina General Hospital. Approximately 600 to 700 babies from 24 to 42 weeks old come to the unit each year. Some babies stay for only a few hours while others stay up to four months receiving specialized care. The NICU, which also includes the special care nursery for babies who require less intensive care, has capacity for 29 babies. On average, 21 babies a day require care in the unit. The smallest baby cared for in the NICU weighed 400 grams – about the size of a 12 ounce can of pop.

About the Hospitals of Regina Foundation

Hospitals of Regina Foundation (HRF) is dedicated to raising funds that support doctors, nurses and health-care workers in the pursuit of enhanced health care in our community. Over 29 years, HRF has raised \$150 million and supported a full range of expanded health care services, education and patient-centred research for Regina's three hospitals – Regina General Hospital, Pasqua Hospital and Wascana Rehabilitation Centre.

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For more information, contact:

Amber Morse	Bonnie Monteith
Promotions Director, Z99	Director, Marketing & Communications
Rawlco Radio, Ltd. [Regina]	Hospitals of Regina Foundation
(306) 525-0000	(306) 781-7520
amorse@rawlco.com	bonnie.monteith@hrf.sk.ca