

PRESS RELEASE

RADIOTHON CELEBRATES 10 YEARS Q103 & New Country 96.9 FM Radiothon Raise Funds to Advance Cancer Care at The Moncton Hospital



MONCTON, January 20, 2021 – Giving patients access to modern diagnosis of lung cancer leading to quicker treatments with improved technology and creating a sunroom and garden space to inspire hope and healing, is the focus of the 10th Annual Q103 & New Country 96.9 FM Radiothon. On Friday, January 29 starting at 6am until 6pm, on-air personalities from both stations will participate in the live broadcast raising funds for those needed projects through the Friends of The Moncton Hospital Foundation's 2020 – 2021 Annual Campaign.

The Friends Foundation is delighted to continue their partnership with **Atlantic Lottery**, who has made a generous \$25,000 commitment, for the third year. "The Moncton Hospital means a great deal to Atlantic Lottery employees and their families - not just here in New Brunswick, but throughout our region," said Chris Keevill, Atlantic Lottery President and CEO. "We are proud to be Community Partner for the Radiothon again this year, supporting a cause that matters so much to our team, and to our communities. I encourage everyone to tune in to Q103 or New Country 96.9 on January 29 and contribute in any way they can."

Throughout the day there will be interviews with physicians, other hospital professionals, and grateful patients on the importance of strengthening cancer care. In keeping with Covid-19 protocols, the broadcast will be live at the station and not in the hospital lobby as in previous years. **Anyone wishing to make a donation, can do so by calling 506.857.5488 where volunteers will be available to take your call. On-line gifts are gratefully accepted by visiting FriendsFoundation.ca/Radiothon.** Since we are unable to accommodate walk in donations at the hospital this year, you are encouraged to mail your gift to Friends Foundation, 135 MacBeath Avenue, Moncton, NB, E1C 6Z8. This year, **Parts for Trucks** has offered to match all donations of up to \$10,000 increasing the impact of your generosity.

Q103 & New Country 96.9 Director of Operations, Dan Fagan, says radio station staff is committed to supporting The Moncton Hospital and he is confident their listeners will tune in that day. "We hope that, in this milestone year, our supporters will be inspired to donate to help reach this year's Radiothon goal of \$50,000," says Fagan.

For information on the Q103 & New Country 96.9 Radiothon, or to pre-arrange a safe cheque presentation, please contact Katherine Robertson at 506.870.2447. Social media will play a significant role during the Radiothon. The public is encouraged to follow the Friends on Twitter, Facebook and LinkedIn **#TMHRadiothon2021. THERE ARE SO MANY REASONS TO GIVE**

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For more information and for media inquiries:

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