



# PRESS RELEASE

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## Matching Gift Challenge Will Help 7th Annual C103 & New Country 96.9 FM Radiothon Reach \$50,000 Goal

**Moncton, NB** - Thanks to a generous \$10,000 matching gift from the Sandra Schmirler Foundation (SSF), the 7<sup>th</sup> Annual C103 & New Country 96.9 FM Radiothon for The Moncton Hospital (TMH) will hit the airwaves with an added financial incentive.

On Friday, February 9<sup>th</sup>, starting at 6am until 6pm, on-air personalities from both stations will broadcast live from the hospital lobby raising money for the Friends of The Moncton Hospital Foundation's Annual Campaign.

"We are very pleased to provide this matching grant and encourage everyone to support the Radiothon and The Moncton Hospital," says Brad Sylvester, Chair of the Sandra Schmirler Foundation Board. "Your donations will help families in your community with newborn babies."

Friends Foundation Chair David Savoie, says the Radiothon offers an opportunity for the public to give back for the exceptional care they, a friend or family member have received. "We are so very grateful for the partnership formed with the Sandra Schmirler Foundation. In keeping with their mission, we will ensure the first \$10,000 raised will be matched by SSF's gift to go

towards the purchase of life-saving equipment for premature and critically ill newborns," says Savoie.

All donations collected over the 12 hour period will go toward the Annual Campaign to purchase top-notch innovative Operating Room technology that will improve accuracy during surgery, warm and comfortable specialized beds for newborns, and a device to control bleeding during endoscopic procedures... all critical tools for the hospital's medical team.

C103 & New Country 96.9 FM General Manager Dan Fagan says this Radiothon is a success story for healthcare in our community.

"Our staff is committed to supporting The Moncton Hospital and we hope to inspire our listeners will tune in that day to help achieve this year's \$50,000 goal."

Throughout the day, C103 & New Country 96.9 personalities will talk to physicians and other hospital professionals about the important patient benefits of the modern tools being purchased. There are also many pre-taped and live interviews with grateful patients, which will air throughout the day and several schools in the Anglophone East School District will be on hand to present cheques stemming from their fundraising efforts.

Anyone wishing to make a donation can do so by calling 506-857-5488, and press 2, where volunteers from C103 & New Country 96.9 FM and TMH will be available to take your call. On-line gifts are gratefully accepted by visiting [www.FriendsFoundation.ca/donate](http://www.FriendsFoundation.ca/donate) (select Radiothon in dropdown box).

For information on the C103 & New Country 96.9 FM Radiothon, or to pre-arrange an on-air 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 (FriendsofTMH) #TMHRadiothon2018 and/or like us on Facebook.

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**For more information and for media inquiries:**

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