



PRESS RELEASE

January 29, 2015

4th Annual C103 & XL Country 96.9 Radiothon raises funds for The Moncton Hospital

Moncton, NB - *Enhancing Patient Care for 50 Years* is the theme of the 4th Annual C103 and XL Country 96.9 Radiothon for The Moncton Hospital (TMH). On Friday, February 6th starting at 6am until 6pm, on-air personalities from both stations will be broadcasting live from the hospital lobby raising money for the Friends of The Moncton Hospital Foundation's Annual Campaign.

All donations collected over that 12 hour period will go toward the \$875,000 goal set by the Friends for clinic renovations to enrich the care for the hospital's youngest patients, enable the purchase of critical equipment to provide for accurate diagnoses for sick and fragile babies, transform how specimens are processed leading to rapid diagnosis and treatment of infections, revolutionize pulmonary care in the ICU, support those recovering from orthopedic and soft tissue injuries and provide a tool to help patients recover from traumatic injuries.

C103 and XL Country 96.9 General Manager Dan Fagan notes that his staff is committed to supporting The Moncton Hospital and he is confident that when they hit the airwaves next week their listeners will not only tune in that day but hopes that this year's radiothon will raise \$25,000 which would surpass last year's total of over \$23,000.

"We are committed to helping the Friends of The Moncton Hospital Foundation provide optimal care and the very best treatment for patients," says Fagan.

Paul Arsenault, Friends of The Moncton Hospital Foundation Chair states that the Radiothon offers an opportunity for the public to give back for the care they or a loved one has received in the past 5 decades to commemorate the Friends 50th Anniversary.

" We must ensure that The Moncton Hospital has advanced medical equipment to maintain the tradition of providing excellent care that we have learned to expect. Together we're building for the health and for the future of our community," says Arsenault.

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

For information on the C103 and XL Country 96.9 Radiothon, or to pre-arrange a live cheque presentation, please contact Geoff Hendry 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) #TMHradiothon2015 and/or like us on Facebook.

Anyone wishing to make a donation, can do so by calling 1-506-857-5488 where volunteers from C103/XL Country 96.9 and TMH will be available to take your call. On-line gifts are gratefully accepted by visiting www.friendsfoundation.ca/donate which is also mobile friendly.

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For more information and for media inquiries:

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