

Shands For Kids



It's all about the kids!

Eighth Annual Radiothon Receives \$242,805 in Pledged Support

After postponement due to Tropical Storm Fay and without Storm Roberts, the 2008 Shands for Kids Radiothon went on air for 39 hours from Sept. 3-5, and raised \$224,805. Teams from 98.5 KTK and News/Talk 97.3 The Sky came to Shands Children's Hospital for the eighth annual Shands for Kids Radiothon. Local radio personalities – including Chris Wells, Bob Rose, Chip Morris, PC, CeCe Taylor, Greg Ryan and Chris Malone – met children treated at Shands Children's Hospital and their families. Patients and their families shared personal stories of the incredible work University of Florida physicians, nurses and medical staff perform at Shands Children's Hospital. Sponsored this year by Gainesville Nissan and Tioga Town Center, the radiothon participants encouraged listeners to call in, make a pledge and get involved in making a difference in the lives of children.

Ace Hardware presented the annual Raiders of the Loose Change program to help raise more funds. Change Raiders collected money from their fellow employees, family members, classmates and friends. These Change Raiders raised \$6,687.99. Shands at UF Facilities, led by Bud Desforges, raised \$488.65 and received breakfast from Opus Cafe and the traveling trophy for top Shands Raider. For the third year in a row, the Top Overall Fundraising Raider was 10-year-old Alton Terry from Bronson, Fla. Alton raised an impressive \$2,001.94 for Children's Miracle Network.



CeCe Taylor and Chris Wells with Jori Hall. Jori recently received a heart transplant at Shands Children's Hospital.



Chip & PC met the Howes family. Anna, pictured here with her mom Malinda and Dr. Elizabeth Beirle, was in a car accident.

Working Magic for Kids in Tallahassee



Troy Shannon along with his Magic 107.1 Morning Show co-host Blythe Newsome once again held the Working Magic for Kids Radiothon on April 17-18. Tallahassee-area residents pledged \$44,094 to Children's Miracle Network at Shands Children's Hospital to help the children of North Florida and South Georgia treated at Shands.

Fifth Annual Spring Trail Ride at Florida Horse Park Raises \$9,000

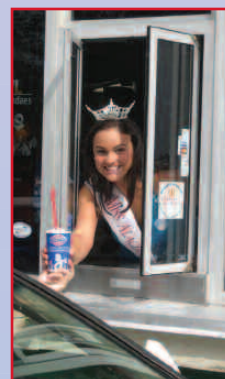
The fifth annual Spring Trail Ride held on April 12, raised \$9,000 for Children's Miracle Network at Shands. The Altoona Trail Riders led the 10-mile scenic ride through the rolling hills of Marion County. More than 140 riders, volunteers and enthusiasts participated in the trail ride held at the Florida Horse Park in Ocala. Sponsors included Foresters, Cox Media, K-Country 93.7 FM, Sonny's Real Pit BAR-B-Q, Seminole Feed and GreenSouth Equipment.

South Florida Sponsors Recognized for Nearly \$500,000

South Florida businesses that support Children's Miracle Network were recognized and celebrated at South Florida Corporate Day on May 21 at the West Palm Beach Marriott. Liz Quirantes, CBS12 news anchor, hosted the event. Special guests included young patients who have received care at Shands Children's Hospital and their families. These special families shared their inspiring stories and thanked the corporate sponsors who support Children's Miracle Network. A special thank you goes to Richard Bucciarelli, MD, UF College of Medicine pediatrics chair, for speaking at the event.

Serving Up Miracles

Miracle Treat Day, an event held by Dairy Queens across the United States and Canada, sold Blizzards in support of Children's Miracle Network in its second annual celebration on Aug. 7. Local area DQs participated in the national event to raise money and awareness for Children's Miracle Network at Shands Children's Hospital.



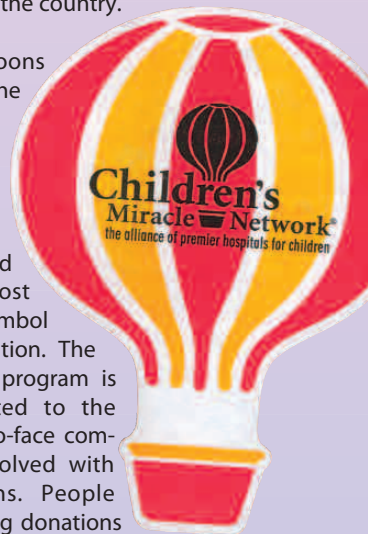
Miss Alachua County, Katie Crews

Did You Know? The History of the Miracle Balloon

It's hard to imagine that an idea that raised \$3,000 in a small Connecticut town in 1986 could become a wildly successful international fundraising program that has generated more than \$250 million for children's hospitals so far. The red and yellow paper Miracle Balloon was the creation of Eleanor Lancey of East Hampton, Conn. Never could she have imagined the massive impact of that simple fundraising idea.

Two years after Children's Miracle Network made Miracle Balloons a national initiative, the program raised its \$1 millionth dollar. Today balloon sales continue into the millions. Sponsors committed to selling the icons from small hometown diners to 3,900 Wal-Mart and Sam's Club locations across the country.

Miracle Balloons have become the largest, most successful Children's Miracle Network grassroots program ever and remain the most recognizable symbol of the organization. The success of the program is largely attributed to the personal, face-to-face communication involved with selling balloons. People selling or making donations through Miracle Balloons are able to relate with friends, neighbors, customers and associates who've all been touched by their Children's Miracle Network hospital. The personal relationship people have with children's hospitals is clear when seeing the millions of donors' names written on Miracle Balloons hanging from ceilings, walls and windows throughout the country.



THANK YOU to the following sponsors who have supported Children's Miracle Network at Shands Children's Hospital through their balloon campaigns:

- Ace Hardware
- Auntie Anne's
- Blockbuster
- Costco
- Dairy Queen
- Food Lion
- Fred's Stores
- Golden Corral
- Goody's Family Clothing
- Great Clips
- IHOP
- Love's Travel Stop
- Publix
- Rite-Aid
- S&S Food Stores
- Sunoco
- Wal-Mart and Sam's Club