

PRESS RELEASE

January 22, 2019



Join the Giving - 8th Annual C103 & New Country 96.9 FM Radiothon raises funds for The Moncton Hospital

Moncton, NB – The 8th Annual C103 & New Country 96.9 FM Radiothon for The Moncton Hospital (TMH) will hit the airwaves later this week. On Friday, January 25th 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 **Extraordinary Care Campaign**.

All donations collected over that 12-hour period will go toward the \$8 million Extraordinary Care Campaign goal. The vision is to build two new state-of-the-art areas of strength that will completely change the way health care is being delivered; with the creation of a Maternity and Newborn Unit and the relocation and expansion of the Cardiac Care Unit

This year, the Friends Foundation is delighted to partner with **Atlantic Lottery** who have made a \$25,000 commitment.

"Each and every day, The Moncton Hospital makes a difference in the lives of people across the region," said Brent Scrimshaw, CEO & President of Atlantic Lottery and Honorary Chair of the 2019 Radiothon. "It's why the team at Atlantic Lottery is proud to be the Community Partner for this year's Radiothon in support of The Moncton Hospital. I encourage everyone to tune in to C103 & New Country 96.9 on January 25th and contribute in any way they can."

C103 & New Country 96.9 FM General Manager Dan Fagan says his staff is committed to supporting The Moncton Hospital and he is confident that their listeners will help achieve this year's Radiothon target of \$60,000 to advance patient care.

"With the Radiothon proceeds, we are poised to make a significant financial boost bringing the Foundation closer to their most ambitious fundraising goal to date," said Fagan.

Throughout the day, C103 & New Country 96.9 personalities will talk to physicians and other hospital professionals on the important benefits the creation of a new Maternity & Newborn and Cardiac Care Units will have on patients. There are also many pre-taped and live 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.

Anyone wishing to make a donation, can do so by calling 506-857-5488 where volunteers, including Atlantic Lottery employees, will be available to take your call. On-line gifts are gratefully accepted by visiting 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) #TMHRadiothon2019 and/or like us on Facebook.

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