



FOR IMMEDIATE RELEASE
March 15, 2019

32nd Annual Z99 Radiothon Raises \$643,144 for babies needing Regina's NICU

Regina, Sask. – Z99 hosts CC and Lorie hit the airwaves once again for 36 hours, sharing stories of heartbreak and triumph, to help save babies' lives. Thanks to unwavering support from so many generous people in southern Saskatchewan, the 32nd Z99 Radiothon raised \$643,144 for Hospitals of Regina Foundation in support of the neonatal intensive care unit (NICU) at Regina General Hospital.

"Year after year, the Radiothon is a remarkable success because of the unwavering commitment from the community of southern Saskatchewan and our on-air team," says Tom Newton, vice-president and general manager, Rawlco Radio. "We are so grateful to the community for answering our call once again and helping us make a profound impact on the babies and families who need Regina's NICU."

Tom Sorensen, manager of the NICU, says Regina's NICU is one of the best in western Canada. "We are very fortunate to have a community that is committed to making the best technology available locally for our babies across southern Saskatchewan, when their lives depend on critical care."

"The generosity of this community never ceases to amaze us and we see it, not only during and leading up to Radiothon, but throughout the year," says Dino Sophocleous, president and CEO, Hospitals of Regina Foundation. "Because of this amazing community, and dedicated partners such as Rawlco Radio and their team, we are able to invest in the best pediatric care available, right here at home."

Over the past 32 years, the Z99 Radiothon has raised more than \$10 million for the neonatal intensive care unit (NICU). With generous community support, the Radiothon through Hospitals of Regina Foundation has provided the NICU with leading edge, life-saving technology that has enhanced the medical teams' ability to care for fragile newborns.

The NICU is located in the Rawlco Centre for Mother Baby Care at the Regina General Hospital. Each year, around 500 babies from 24 to 42 weeks old require care in the unit. The NICU, which also includes the special care nursery for babies who require less intensive care, has capacity for 29 babies. On average, 21 babies a day require care in the unit.

-30-

For more information, contact:

Amber Morse
Promotions Director, Z99
Rawlco Radio, Ltd. [Regina]
(306) 525-0000
amorse@rawlco.com

Bonnie Monteith
Director, Marketing & Communications
Hospitals of Regina Foundation
(306) 781-7520
bonnie.monteith@hrf.sk.ca