

UW Health: American Family Children's Hospital enters final day of Radiothon

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MADISON, Wis. – The 15th annual Radiothon, a fundraiser for American Family Children's Hospital, enters its final day.

Midwest Family Broadcasting and many of its radio stations have been hosting a three-day event that ends today.

In previous years, radio hosts would gather in the lobby at the children's hospital and broadcast from 6 a.m. to 7 p.m. interviewing parents and patients who have been treated at the children's hospital as they share their stories of survival and courage. Like many other traditions during the COVID-19 pandemic, that storytelling has gone virtual this year.

The money raised will help programs that assist patients and families. Last year the event raised \$711,278.

The 111-bed children's hospital is a full-service, comprehensive hospital that cares for the sickest and most seriously injured infants, children and adolescents. The hospital includes a 26-bed Level IV neonatal intensive care unit, a nationally ranked cardiovascular department, a dedicated pediatric imaging suite that provides ultra-low-dose imaging and a state-of-the-art hybrid catheterization and angiography suite.

To make a pledge, call (877) 719-KIDS or visit uwhealthkids.org/donateradiothon. The following radio stations are involved:

- Solid Rock 94.1, WJJO
- 93.1, JAMZ
- 94.5, LaMovida
- Today's Q106
- Magic 98
- 96.7 The Zone
- 106.7 The Resistance
- The Farm AM1550 and PM 97.7

Virtual interviews are available with the organizer of Radiothon.