

# American Lung Association: Oxygen Ball Goes Virtual this Year

Posted on Wednesday, Apr 7, 2021

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**MILWAUKEE** - The American Lung Association in Wisconsin announced that the [annual Oxygen Ball](#), presented by UnitedHealthcare, will take place on Thursday, April 22. The event, which typically takes place at the Hyatt Regency, was reimagined as an interactive live stream experience.

Appropriately themed, “We BeLung at Home,” the fundraiser provides a virtual evening of comfort, cocktails, and camaraderie. All to defeat lung disease.

“This year’s event will feature both a live and silent auction as well as some very entertaining guest speakers,” said Megan Cordova, Executive Director of the Lung Association. “During this challenging time, it is more important than ever to support lung health. We are proud that funds raised will help our ongoing efforts to end lung cancer and lung disease, as well as support our new COVID-19 Action Initiative.”

“This past year has been so very challenging for the health and well-being of our community,” said Dustin Hinton, CEO UnitedHealthcare E&I - Wisconsin and Michigan. “We’re in this together, and together, we’ll participate in the Oxygen Ball virtually and safely, as well as continue to support the American Lung Association.”

Though there’s no cost to watch the event, there will be plenty of opportunities to donate and fun items to bid on in the auction. In addition, the Lung Association will present the Legacy Award to Children’s Wisconsin.

Money raised at the virtual Oxygen Ball will fund the Lung Association’s efforts to end lung cancer and lung disease, as well as support the Lung Association’s COVID-19 Action Initiative. The COVID-19 Action Initiative is a \$25 million investment to address COVID-19 and protect against future respiratory virus

pandemics. The initiative works with public and private entities to increase research collaboration and develop new vaccines, detection tests and treatment therapies.

More information on the annual virtual Oxygen Ball is available at the event's website.