

UW Health Kids: American Family Children's Hospital Radiothon starts Wednesday

Posted on Monday, Oct 17, 2022

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

MADISON, Wis. – The 17th annual Radiothon, a fundraiser for American Family Children's Hospital, starts on Wednesday.

Midwest Family Broadcasting and many of its radio stations will be hosting the three-day event, Oct. 19-21. For the first time since 2019, the event will be held in person.

In previous years, radio hosts would gather in the lobby at the American Family 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. The event was virtual for the last two years because of the pandemic.

New this year, families and radio hosts will be doing live interviews in-person at the radio studios at Midwest Family Broadcasting, 730 Rayovac Dr., Madison, from 6 a.m. to 7 p.m.

The money raised will support programs that assist patients and families, and last year the event raised more than \$515,000.

Families are excited to be in the studio in person sharing their impactful personal stories, according to Lori Schultz, development outreach and event strategist, UW Health Kids.

“This event brings the powerful stories of the hospital to the community,

and it is wonderful to see the generous response we get each year,” Schultz said. “Money has gone to our child life services (a program that helps kids and families manage the complexities of a hospital stay) our positive image center, which offers free wigs and hair service to patients, sibling care, food for families and so much more.”

To make a pledge, call (877) 719-KIDS or visit magic98.com or Q106.com. The following radio stations will participate in this year’s Radiothon:

- Solid Rock 94.1
- JAMZ, 93.1
- La Movidia, 94.5
- Madison’s Country Q106
- Magic 98
- The Zone, 96.7
- The Resistance, 106.7
- The Farm 1550 AM and PM 97.7

American Family Children’s Hospital is a world-class 111-bed facility with more than 80 specialty clinics, nearly 300 physicians and surgeons, a 26-bed Level IV neonatal intensive care unit, a Level I pediatric trauma center and verified burn center, with an air and ground critical care transport for children and newborns, and a dedicated pediatric imaging suite that provides low-dose imaging and state-of-the-art hybrid blood draw and X-ray capabilities.

For 11 years consecutive years American Family Children’s Hospital has been ranked among the nation’s best children’s hospitals by U.S. News & World Report.

A recorded interview with Schultz is available or she is available for interviews. Media are welcome to attend the event.