

From the University of Mississippi Medical Center Division of Public Affairs

ELEVENTH ANNUAL RADIOTHON RAISES \$381,239 FOR CHILDREN'S HOSPITAL

For more information contact Jen Hospodor at 601.984.1100

JACKSON, Miss. – Radio stations from the Jackson and Meridian areas concluded their 11th annual Mississippi Miracles Radiothon last week raising \$381,329 for Batson Children's Hospital at the University of Mississippi Medical Center in Jackson.

Jackson stations Y 101.7, US 96.3 and Mix 98.7 spent three days broadcasting live from the lobby of the Batson Hospital, while Meridian stations 97 OKK, 105.7 The Beat, Kiss 104 and Q101 broadcasted from Meridian.

Hosts interviewed current and former patients and their families and hospital staff who care for them, asking listeners to call in pledges to benefit the hospital. The money will be used to fund equipment, research and programs that ensure the hospital is able to provide the most advanced level of medical care for Mississippi's children.

More than 1,000 listeners called in during the broadcast to pledge their support and share stories of their own experiences at Batson Children's Hospital.

A video about the event can be found at www.youtube.com/batsonhospital.

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Please forward this message to colleagues who might be interested. If you wish to be removed from this list or know of a colleague to add, send an e-mail message to: LAGriffin@umc.edu.

The University of Mississippi Medical Center, located in Jackson, is the state's only academic medical center. University of Mississippi Health Care represents the clinical programs of the Medical Center and includes University Hospitals and Health System and University Physicians, the faculty group practice. UMMC encompasses five health science schools, including medicine, nursing, health related professions, dentistry and graduate studies, as well as the site where University of Mississippi pharmacy students do their clinical training. The Medical Center's threefold mission is to educate tomorrow's health-care professionals, conduct innovative research to improve human health, and to provide the highest quality care available to the state's citizens. A major goal of the Medical Center is the improvement of the health of Mississippians and the elimination of health disparities. For more information, contact the Division of Public Affairs at 601-984-1100 or visit us on the Web at <http://info.umc.edu/>.