

From the University of Mississippi Medical Center Division of Public Affairs

CHILDREN'S HOSPITAL COMPETING TO WIN GAMEROOM MAKEOVER

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JACKSON, Miss. – The Blair E. Batson Hospital for Children is asking the community's help to win a gameroom makeover from Xbox 360® and Children's Miracle Network, an international non-profit that raises funds for 170 children's hospitals. Batson Hospital is a member of Children's Miracle Network.

Gameroom Giveaway presented by Xbox is an online contest and Batson Hospital is a potential winner. Xbox is asking for America's vote to determine the three Children's Miracle Network hospitals that should receive a gameroom makeover by voting online at xbox.childrensmiracletnetwork.org.

Everyone is encouraged to visit xbox.childrensmiracletnetwork.org to vote for Batson Hospital. Additionally, every time an individual votes for the hospital, they are entered to win one of five Xbox 360 Elite consoles. The contest runs through Friday, Oct. 16, 2009. The three hospitals with the most votes at the end of the contest will win the gameroom makeovers (valued at \$10,000 each).

"The Gameroom Giveaway is a fun opportunity for all of America to place votes on behalf of the Children's Miracle Network hospital of their choice, and also learn more about the Children's Miracle Network and the Xbox 360 partnership," said Brian Hazelgren, Chief Development Officer, Children's Miracle Network.

"Xbox is absolutely delighted to continue our strong relationship with Children's Miracle Network with the Gameroom Giveaway contest – Xbox continues to be inspired by the work that Children's Miracle Network does and we see this contest as a great way to engage local communities to vote for their favorite hospital to get new equipment for kids and teens in a fun competitive way," Bruce Hoffman, Senior Marketing Manager.

*Additional rules and regulations available on the website.

About The Blair E. Batson Hospital for Children

The Blair E. Batson Hospital for Children at the University of Mississippi Medical Center is the only hospital in the state devoted exclusively to the care and treatment of sick and injured youngsters. More than 150,000 children from all of the state's 82 counties come to Children's Hospital each year. The spectrum of care ranges from well-child care for healthy newborns to care for cancer, birth defects, epilepsy, cystic fibrosis, sickle cell anemia, neurological disorders, pulmonary disease, trauma, allergies, diabetes and numerous other childhood illnesses.

About Children's Miracle Network

Children's Miracle Network is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals. Each year the 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. To learn more go to www.ChildrensMiracleNetwork.org.

Xbox, Xbox 360, and Xbox Live are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

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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@pubaffairs.umsmed.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/>.