



www.cmnrockymountain.org 720.777.1712

- Mar. 23 – May 31 Golden Corral *Miracle Balloon* campaign
- Mar. 29 – May 16 Rite Aid *Miracle Balloon* campaign
- May 1 – Jun 13 Walmart and Sam's Club paperless register campaign
- May 1 – 28 Carmike Cinema *Miracle Balloon* campaign
- May 1 – 31 Costco *Miracle Balloon* campaign and Business Shows
- July 1 – Aug. 13 Dairy Queen *Miracle Balloon* campaign
- Aug. 13 Dairy Queen *Miracle Treat Day*

In this issue...



Presidential Experience



Excellence Rewarded

Miracles in the Making



Ariana, age 11,
Cancer survivor

Spring 2009

Edition 2 Volume 7

Award Winning Commitment

If eight years, \$9 million and countless lives changed were not award enough, Alice 105.9 and Rocky Mountain Children's Miracle Network have a new accolade to share with the Denver community.

In recognition of their outstanding support, Alice 105.9 was the proud recipient of Children's Miracle Network's 2009 Station of the Year award. This surprise acknowledgment was presented to Alice 105.9 Program Director, Dylan Sprague, by The Children's Hospital's President and CEO, Dr. Jim Shmerling at the Miracles in Media awards ceremony in Orlando last month.

"It is truly an honor to receive such a highly esteemed award," said Sprague. "We look forward to continuing to create new ways to bring The Children's Hospital message to our listeners."

Alice 105.9's energy, dedication and compassion toward Children's Miracle Network and patients at The Children's Hospital made them a strong candidate against the more than 300 radiothons held annually around the world. This year, in addition to donating 36 hours of

air time, the station interviewed Children's families and staff and toured the hospital to create vibrant audio and video montages they used to promote the



Alice 105.9 program director Dylan Sprague (left) is presented with Miracles in Media award by The Children's Hospital president and CEO Dr. Jim Shmerling.

hospital. This additional media, created months in advance of the event, was invaluable in helping convey the high quality of care Children's provides, and ensuring more successful fundraising.

"The funds generated by Alice's 36 Hours for Kids represent the generosity of thousands of individual listeners who share in the station's passion for Children's," said Jennifer Lackey, director of Children's Miracle Network. "The dedication shown by the entire staff of Alice 105.9 is endless and heartfelt. They

have set an industry standard for what is a successful radiothon and are truly deserving of this honor."

Alice 105.9 was also recently recognized at the Colorado Broadcasters Association Awards of Excellence Gala and profiled in *Radio and Records* magazine for their work on Alice's 36 Hours for Kids. Alice 105.9 took home four awards total including top honors for Best Station Sponsored Community Event.

Ace

The Helpful Place



Ace Hardware Employee Jeri Creti (left) helps present Children's with Ace Hardware's first quarter funds raised.

Ace Hardware's second annual *Have a Heart for Children's* campaign proved that the generosity of the community is still beating strong. The campaign was a great success thanks to the selfless determination of one Ace Hardware associate who single handedly raised more than \$3,000.

Jeri Creti of Bennett, Colo. knew the economic climate was not ideal for fundraising, especially in a small rural town, but she was not going to let that stop her.

"I knew this was an opportunity to make a difference in my community. I simply wasn't going to take no for an answer" said Creti.

With Creti's help, Rocky Mountain Ace Stores raised more than \$17,000 for The Children's Hospital. Jeri Creti is a true Miracle Maker.

Annual Report

The year 2008 may be forever remembered as "the year of change" but one thing remained the same: the dedication of the Rocky Mountain Children's Miracle Network's sponsors, community partners and individual donors. These unprecedented times were matched with exceptional generosity amounting to the highest fundraising total in our history, \$3.6 million. The generous support of our 2008 partners enables The Children's Hospital to continue to provide world-class care, education and life-saving research to help children in the Rocky Mountain Region and beyond.



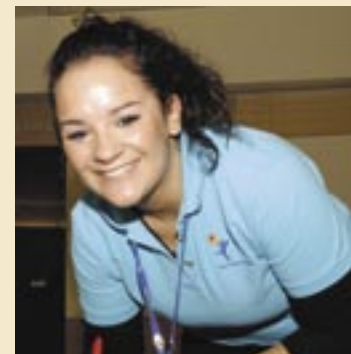
Exceeding Expectations

In the United States, Walmart operates more than 4,000 retail locations consisting of Walmart Stores, Supercenters, Sam's Clubs and Neighborhood Markets. In addition to being the world's largest retailer, Walmart has another important distinction: they are the United States' largest corporate donor of cash, contributing over \$275 million last year to charitable causes (which equals almost \$32,000 an hour or over \$8 a second).

Thanks to the support of management, dedication of staff and the giving spirit of the community, Walmart raised a record-breaking \$620,000 for The Children's Hospital in 2008.

Employees Give

During *Alice's 36 Hours for Kids*, more than 250 employees of The Children's Hospital signed up to give financial support to the organization they dedicate their hearts and expertise to daily. The campaign was a huge success, raising more than \$60,000 and helping to bring the grand total of *Alice's 36 Hours for Kids* to \$1.4 million.



Employees showed their support for Children's during Alice's 36 Hours for Kids.

Miracle Memories

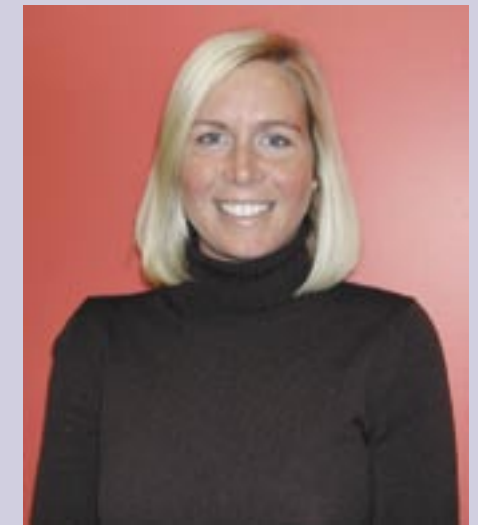
The *Champions Across America* program, presented by Walmart and Sam's Club, brought courageous children from across the United States, Canada, the United Kingdom and Australia together to celebrate their medical triumphs this March. During a fun-filled trip to Walt Disney World, the Champions were honored at a medal ceremony in front of thousands of Children's Miracle Network supporters. The children also met Children's Miracle Network corporate sponsors who are working hard to help support the hospitals where they receive treatment. Tess, Ariana and the rest of the Champion families enjoyed plenty of pool time and fun at the parks during their Disney stay.

Following their fun in the sun, the Champions were treated to an once-in-a-lifetime experience in Washington D.C. The children visited Capitol Hill and spoke with statesmen about the importance of supporting pediatric healthcare issues. The trip culminated with a one-on-one visit with President Obama at the White House.



Left- Colorado Champion Tess Clark accepts her Champion medal during a special ceremony at Walt Disney World. Right- Ariana Ruskey-Moffett visits Capitol Hill Above- President Obama takes time out to meet courageous children during a White House visit as part of the Champions Across America program presented by Walmart and Sam's Club.

Welcome Aboard



Courtney St. Eve
Children's Miracle Network Coordinator

Rocky Mountain Children's Miracle Network is proud to welcome Courtney St. Eve. Courtney joins us with a background in broadcast communications. She relocated to Colorado last year from St. Louis, Mo., where she most recently held a position as a morning show anchor. Courtney's infectious personality, warm professionalism and dedication to her job make her a valuable asset to Children's Miracle Network. Courtney will help to manage the American Car Care Centers, Auntie Annie's, Golden Corral, Golf Galaxy and Walmart partnerships. Please join us in welcoming Courtney to our team.