



Kids deserve the best.

FOR PLANNING PURPOSES

Contact

Children's Wisconsin

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MEDIA ADVISORY:

96.5 WKLH Miracle Marathon for Children's Wisconsin is this week

26th annual radiothon a critical fundraiser for Children's Wisconsin

MILWAUKEE (May 14, 2024) — The WKLH Miracle Marathon for Children's Wisconsin presented by Mars Family Foundation is Thursday and Friday, May 16-17. Broadcast live on 96.5 WKLH-FM and online at WKLH.com, this two-day, 36-hour radio telethon is a fundraising tradition in southeastern Wisconsin. The radiothon is one of the largest community-wide fundraisers for Children's Wisconsin and has raised more than \$29 million since its inception 26 years ago.

WHAT:

- WKLH Miracle Marathon is May 16-17 on 96.5 FM WKLH. The radiothon began 26 years ago in partnership with WKLH.
- WKLH Miracle Marathon features more than 40 patients and families sharing a variety of experiences, along with hospital physicians, leaders and staff telling the stories that illuminate the numerous Children's Wisconsin programs and services that impact the health of thousands of children across the state.
- Dave Luczak and Dorene Michaels of the Morning 'KLH host the Miracle Marathon. Luczak, an active Children's Wisconsin Foundation board member, has been part of the WKLH Miracle Marathon since its inception. This will be Luczak's final year hosting, as he announced last year that he plans to retire at the end of 2024. It will be Michaels' ninth year co-hosting the event

WHO/WHERE:

- **Live interview opportunity:** Representatives from WKLH and Children's Wisconsin will be available to talk to media throughout both days at Children's Wisconsin, 8915 W. Connell Ct., in the West Tower lobby.
- **Online opportunity:** A Children's Wisconsin representative is available throughout the days via online streaming at a mutually agreeable time.

WHY:

- The goal of the event is to raise critical funds that support the physical, social and mental health services and programs that Children's Wisconsin offers to kids and families.
- Since 1998, this event has raised \$29 million. All money stays in Wisconsin and helps kids and families across the state.

HOW TO PARTICIPATE:

- **Listen and pledge:** Listeners can tune in to 96.5 WKLH or online at WKLH.com. Those wishing to donate to Children's Wisconsin during Miracle Marathon can do so three ways: call

a live volunteer phone bank at **(414) 337-WKLH (9554)**, text “**miracle**” to **(325) 603-3395** or visit **childrenswi.org/miraclemarathon**.

- Artwork produced by Children’s Wisconsin kids will be auctioned off at **childrenswi.org/miraclemarathon-art**. The auction is live through 4:30 p.m. on May 17.

HOW TO COVER:

- RSVP to Justin Metzger via email or phone (above) as soon as you and your team are able.
- Come to the Children’s Wisconsin Milwaukee campus, and park in the North Parking Structure (where patients park) and enter via the Skywalk.
- Once you enter the main building, take the stairs or elevator to the first floor and head to the main lobby.
- If your vehicle does not fit in a standard parking structure (e.g., live trucks or other tall vehicles), please include that information in your RSVP and Justin will help arrange alternate parking.

SOCIAL MEDIA:

- Follow the conversation on the Children’s social media channels — Facebook, Instagram and TikTok — **@childrenswi**.