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Children's Wisconsin

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26th annual 96.5 WKLH Miracle Marathon raises more than \$1,024,000 for Children's Wisconsin

The two-day, 36-hour radiothon broadcast live from Children's Wisconsin

MILWAUKEE (May 21, 2024) — Thanks to the amazing generosity of the community, the 26th annual WKLH Miracle Marathon presented by Mars Family Foundation raised more than \$1,024,000. Hosted by Dave Luczak and Dorene Michaels from 96.5 WKLH, the two-day, 36-hour radiothon is the highest-grossing fundraiser for Children's Wisconsin, delivering funds that directly support critical programs and services for kids and families.

"We are grateful to our benefactors, volunteers and advocates who make the WKLH Miracle Marathon presented by Mars Family Foundation such an incredible event. We also deeply appreciate the visionary leadership of Dave, Dorene and the entire WKLH team for their passion and energy," said Meg Brzyski Nelson, president of the Children's Wisconsin Foundation. "Every dollar raised during the WKLH Miracle Marathon supports our mission of care, advocacy, research and education to provide brighter futures for Wisconsin's kids."

The radiothon featured more than 40 patient families, hospital physicians, leaders and staff sharing stories that illuminate how Children's Wisconsin impacts the health of thousands of children statewide. All dollars raised from Miracle Marathon directly benefit Wisconsin's kids, through programs like child life services, as well as research and innovation. The remarkable support from individuals, corporations and partners allows Children's Wisconsin to continue providing better care and a better experience for every family they serve.

"It's been our pleasure to contribute our time and energy to this remarkable cause over all these years," said Luczak. "Knowing that Dorene, the entire WKLH team and I have been able to contribute to the lifesaving care that Children's Wisconsin provides has been a career highlight of mine. I thank the hundreds of families who have trusted me to share their stories on-air over the past 26 years — it has truly been my honor."

During the 36 hours of the radiothon, Miracle Marathon brought to light the many facets of care that Children's Wisconsin provides. The support of the community and events like the WKLH Miracle Marathon allow Children's Wisconsin to provide the best and safest care for Wisconsin's kids now and for generations to come.

For those who weren't able to contribute during the radiothon but still want to make a difference, contributions to the Children's Wisconsin Foundation are still accepted at childrenswi.org/miraclemarathon2024 through the end of May.

About Children's Wisconsin

Children's Wisconsin is the region's only independent health care system dedicated solely to the health and well-being of children. The hospital, with locations in Milwaukee and Neenah, Wisconsin, is recognized as one of the leading pediatric health care centers in the United States. It is ranked among the top pediatric hospitals in the country by *U.S. News & World Report's* 2023-24 Best Children's Hospitals report. Children's provides primary care, specialty care, urgent care, emergency care, mental and behavioral health care, community health services, foster and adoption services, child and family counseling, child advocacy services and family resource centers. In 2022, Children's invested more than \$171 million in the community to improve the health status of children through medical care, advocacy, education and pediatric medical research. Children's achieves its mission in part through donations from individuals, corporations and foundations and is proud to be a member of Children's Miracle Network Hospitals.

About 96.5 WKLH

WKLH is owned by Lakefront Communications LLC. Lakefront is a subsidiary of Saga Communications, Inc., a broadcast company devoted to acquiring, developing, and operating broadcast properties. Saga owns or operates broadcast properties in 26 markets, including 75 FM, 33 AM radio stations and 64 metro signals. For more information about WKLH – Milwaukee's Hometown Rock, visit the website at wklh.com.



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