



## 100.3 The Peak Collects over \$305,000 for New Mexico's Children

### KPEK FM- Albuquerque, NM

100.3 The Peak raised \$310,712.42 during the 3<sup>rd</sup> annual Peak Radiothon. The money collected will be used to benefit the Children's Miracle Network and the University of New Mexico's Children's Hospital. Jackie, Tony, and Donnie, from the Peak's morning show, broadcasted live from the children's hospital from 6a.m. – 6p.m. for 3 days. During their broadcast the morning show visited with patients and families who are being treated or have been treated at the children's hospital. The patients and families told their stories on air in an effort to inspire people in the community to donate money. This year's Radiothon raised \$69,700.00 more than the 2006 Radiothon. Over the 3 years of the Radiothon, KPEK has raised a total of \$807, 524.00 for the hospital and the children being treated there.



Jackie, Donnie and Tony Broadcasting Live



Lisa and son, Brian

UNM Children's Hospital is the only Children's Miracle Network Hospital in the state. One hundred percent of the dollars raised through the Peak's Radiothon directly benefits the hospital. The funds raised are used to help the children by purchasing state-of-the-art medical equipment, funding child focused programs, family support during hospitalization, age related activities in the playroom, and special activities for patients confined to their rooms.