



For immediate release

December 4, 2013

25th Anniversary of KIRO Radio's Holiday Magic Radiothon

KIRO Radio 97.3 FM partners with Treehouse to help local foster children

SEATTLE – KIRO Radio 97.3 FM, in partnership with Treehouse, a non-profit agencies that ensures that kids in foster care have access to the essential services required to help them make it to high school graduation and beyond, will host the 25th Annual Foster Child Holiday Magic Radiothon on December 5, 2013 from 7 a.m. to 7 p.m.

The 12-hour Holiday Magic Radiothon helps local foster kids by raising money to provide each child in the program with one significant holiday gift along with support for programs and services throughout the year.

The KIRO Radio Foster Child Holiday Magic Program set a record in 2012 after raising more than \$500,000 through listener donation and sponsor matching funds. Donations this year will be accepted through the call center at 877-KIRO-4KIDS (877-547-6454) or on-line at MyNorthwest.com/holidaymagic. All donations will ensure that gifts will be delivered in time for the holidays.

Treehouse serves more than 6,000 foster kids each year through programs that help them succeed in school, fulfill key supplies needed and provide important childhood experiences every child deserves. Treehouse is celebrating its 25th Anniversary in 2013 and recently set an ambitious five-year goal that foster kids in King County will graduate high school at the rate of their peers by 2017.

Since 1988, Treehouse has provided assistance for foster children in areas not covered by other agencies including: fees for extra-curricular programs, educational support services and experiences that every child deserves. During the past 25 years, Treehouse has paid for sports, after-school activities, sent kids to summer camp and provided “everyday” materials including clothing and school supplies so they “fit in” at school.

About KIRO Radio

KIRO Radio tells you what's happening and why. All day we deliver the news and connect the dots through the eyes of KIRO's thinkers and talkers. Through breaking news and stories that range from the meaningful to the offbeat, we bring you what's most interesting right now. Found at 97.3 FM, KIROradio.com and your smartphone, KIRO Radio gives you award-winning, around-the-clock news and iconic Northwest voices. KIRO also is home to the Seattle Seahawks and the Seattle Sounders FC.

About Bonneville International

Bonneville International (www.bonneville.com) is dynamic multimedia company with radio, television, online and advertising properties in Seattle, Los Angeles, Phoenix and Salt Lake City. Living its three-fold mission of “People, Communities, and Profit,” the company is widely known for business innovation, values-driven content, and a deep commitment to community service.

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