



For immediate release

December 8, 2016

28th Annual KIRO Radio Foster Child Holiday Magic Fundraiser

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

SEATTLE – KIRO Radio 97.3 FM, in partnership with Treehouse, will host the 28th Annual Foster Child Holiday Magic Fundraiser on December 14, 2016 from 7 a.m. to 7 p.m. Treehouse is a non-profit agency 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.

The Holiday Magic Fundraiser raises money to provide each child in foster care with one significant holiday gift along with support for programs and services throughout the year.

“Here at KIRO Radio, we cover the news and keep people informed 24/7. But for one day each year we pause to join with our listeners and advertisers for some holiday magic – to put a gift into the hands of every foster child in Washington State,” said Carl Gardner, Vice President and Market Manager for the Bonneville Seattle Media Group. “We look forward to once again feel the generosity and strength of this caring community as we come together for kids.”

Any remaining funds will be used to provide clothes, books, academic support, SAT prep, after school activities, camp and so much more to the thousands of kids in foster care.

“The holidays can be a difficult time for kids in foster care who are often separated from friends and family. We are thrilled to partner with KIRO Radio once again to bring a little holiday magic to kids across the state ensuring that they will have a happy holiday memory to cherish,” Treehouse CEO Janis Avery shared.

The past four years, the KIRO Radio Foster Child Holiday Magic Program has raised more than \$500,000 each year 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.

KIRO Radio’s partners for the 2016 Holiday Magic Fundraiser are The Landing in Renton, Carter Subaru, KIEL Mortgage, UBER, ACT Theatre, and Sun Mountain Lodge. As the Presenting Sponsor of Holiday Magic, [The Landing in Renton](#) is currently collecting toys and monetary donations for Treehouse at participating merchant locations.

Since 1988, Treehouse has been addressing the essential education and enrichment needs of kids in foster care in Washington State. Each year, Treehouse serves more than 7,000 kids in foster care through programs that help them succeed in school, fulfill key material needs, and provide important childhood experiences that every child deserves. Treehouse helps pay for sports, after-school activities, summer camp fees and provides “everyday” materials including clothing and school supplies so kids “fit in” at

school. Treehouse has set an ambitious goal that foster youth in King County will graduate high school at the same rate as their peers with a plan for their future by 2017.

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, Denver, 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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