

Media Advisory

For Immediate Release

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Alice's 36 Hours for Kids Raises \$1.8 Million for Children's Hospital Colorado

Sick Colorado Kids Benefit from Generous Donors

Aurora, CO ([February 25, 2013](#)) – KALC Alice’s 36 Hours for Kids Radiothon raised \$1.8 million for the Children’s Miracle Network Hospitals benefiting Children’s Hospital Colorado. The three-day radiothon kicked off at 6:00 a.m. on Wednesday, February 20th and wrapped up on Friday, February 22 at 6:00 p.m. The record-breaking fundraiser continues to keep Colorado as one of the top Children's Miracle Network radiothons in the country.

For three days, Alice’s on-air talent broke away from regular programming to interview past and present patients of the hospital, play audio montages of children’s life-altering and inspirational stories and solicit their listenership to make a donation. Thousands of listeners became “Miracle Makers,” choosing to give \$15 a month for a year.

In the twelve years that Alice 105.9 has teamed up with The Children’s Miracle Network, more than \$13 million dollars has been raised for Children’s Hospital Colorado.

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About Entercom

[Entercom Communications Corp. \(NYSE: ETM\)](#), led by [President and CEO David Field](#), is one of the largest radio broadcasting companies in the United States, with a nationwide portfolio of over 100 stations in 23 markets, including San Francisco, Boston, Seattle, Denver, Portland, Sacramento and Kansas City.

Known for developing unique and highly successful locally programmed stations, Entercom is home to some of radio's most distinguished brands and compelling personalities. The company is also the radio broadcast partner of the Boston Red Sox, Boston Celtics, Buffalo Bills, Buffalo Sabres, Kansas City Royals, Memphis Grizzlies, New Orleans Saints, New Orleans Hornets, Oakland Athletics and San Jose Sharks.

Entercom focuses on creating effective multi-platform marketing solutions for its customers, incorporating the company's audio, digital and experiential assets. Additionally, the company has a long-standing commitment to responsible corporate citizenship and environmental stewardship. Entercom stations play a vital, hands-on role in improving their communities, providing over \$100 million in annual support for local charitable organizations.

The company's radio stations have received numerous awards, including multiple Edward R. Murrow Awards for excellence in broadcast journalism, as well as the National Association of Broadcasters (NAB) Marconi Award for excellence in radio

broadcasting. In 2012, Entercom was named by Information Week as one of the Top 500 Technology Innovators in the United States.

About Children's Hospital Colorado

Children's Hospital Colorado (Children's Colorado) has defined and delivered pediatric health care excellence for more than 100 years. Founded in 1908, Children's Colorado is a leading pediatric network entirely devoted to the health and well-being of children. Continually acknowledged as one of the nation's top ten Best Children's Hospitals by *U.S. News & World Report*, Children's Colorado is known for both its nationally and internationally recognized medical, research, education and advocacy programs, as well as comprehensive everyday care for kids throughout Colorado and surrounding states. Children's Colorado also is recognized for excellence in nursing from the American Nurses Credentialing Centers and has been designated a Magnet® hospital since 2005. The hospital's family-centered, collaborative approach combines the nation's top pediatric doctors, nurses and researchers to pioneer new approaches to pediatric medicine. With urgent, emergency and specialty care locations throughout Metro Denver and Southern Colorado, including its main campus on the Anschutz Medical Campus, Children's Colorado provides a full spectrum of pediatric specialties. For more information, visit www.childrenscolorado.org and connect with Children's Colorado on [Facebook](#), [Twitter](#) and [Pinterest](#).

About Children's Miracle Network Hospitals

Children's Miracle Network Hospitals® raises funds for 170 children's hospitals across the United States and Canada, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at CMNHospitals.org.