



TREEHOUSE & KIRO RADIO RAISE **\$500K FOR FOSTER KIDS DURING 24th** **ANNUAL HOLIDAY MAGIC EVENT**

2012 Holiday Magic Event Sets Fundraising Record for Local Children

SEATTLE, WA – KIRO Radio 97.3 FM and Treehouse, a nonprofit organization addressing the essential education and enrichment needs of kids in foster care, raised more than \$500,000 for local foster children during the 24th Annual Holiday Magic Radiothon on December 12, 2012.

The KIRO Radio 97.3 FM Holiday Magic program helps 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 2012 Holiday Magic event set a 24-year record with \$509,171 in cash through listener donation and sponsor matching funds during the 12-hour radiothon from 7 a.m. to 7 p.m. on 12/12/12.

"The KIRO Radio community has stepped up once again!" said Carl Gardner, VP / Market Manager for Bonneville Seattle Media Group. "We're so grateful to have listeners and partners who care and stand ready to help wherever there's a need."

Treehouse serves 6,000 foster kids each year through programs that help them succeed in school, fulfill key material needs, and provide important childhood experiences every child deserves. Founded in 1988, Treehouse will celebrate 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.

"On behalf of everyone at Treehouse, I would like to extend our deepest thanks and appreciation to the producers, hosts, reporters and staff at KIRO Radio for a record-breaking year for Holiday Magic," commented Janis Avery, Treehouse CEO. "For 24 years, KIRO Radio has served as an incredible champion for Treehouse, by helping to level the playing field for kids living in foster care – during the holidays and all year long. Thanks to the incredible generosity of KIRO Radio listeners, 5,000 kids will receive a gift on their doorstep with their name on the tag this holiday, sending a powerful message that they too are special and deserving of love and joy."

Listeners were encouraged to donate online at MyNorthwest.com/holidaymagic or by calling into a live call center during the fund drive. Major community contributors included GEICO, Ivar's, Bucky's Auto Repair, and West Seattle Coins and Bellevue Rare Coins. Donations are still being accepted online at MyNorthwest.com/holidaymagic until Friday, December 31, 2012.

"This was a huge effort on the part of the amazing KIRO Radio and Treehouse teams," said Jason Antebi, KIRO Radio Assistant Program Director. "It felt amazing to bring together the community and through the power of radio, our personalities conveyed emotional and compelling stories that made a true connection with our listeners. We actually helped change lives and give back to an oft-forgotten group of people during the Holidays -- foster kids and their caretakers."

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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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