

Nemours Help Our Kids Radiothon Enters Second Decade with New Media Partner

Nemours Children's Health System announces new partnership with Beasley Media Group for annual fundraiser.

Wilmington, DE – Nemours Children's Health System is excited to announce Beasley Media Group as its new *Help Our Kids Radiothon* media partner. Mix 99.5 WJBR, a Beasley radio station in Wilmington, will serve as the flagship station for this annual fundraiser.

This past year marked the 10th anniversary of the Nemours *Help Our Kids Radiothon*, which has raised more than \$2.3 million to date. Although 2020 looked different, going virtual due to the COVID-19 pandemic, the goal remained the same, fundraise to support the patients and families served at Nemours.

"We want to whole heartedly thank Forever Media for ten amazing years of partnership, sharing with their listeners stories of hope, courage, and compassion from Nemours patients, patient families, and clinicians," said James Henley, Assistant Vice President of Corporate Alliance and Acquisition, Institutional Advancement at Nemours Children's Health System. "The past year has allowed us the opportunity to evaluate how we can best support our ambitious strategy to elevate our fundraising mission, with the goal of serving a rapidly growing number of families who need our help. We look forward to entering this new decade of the *Help Our Kids Radiothon* with Mix 99.5 WJBR and Beasley Media Group."

One hundred percent of all money donated goes to Child Life, Palliative Care, Pastoral Care, and Integrative Medicine, all of which support the patients' care, and their siblings, at Nemours/Alfred I. duPont Hospital for Children.

"On behalf of our team at Mix 99.5 WJBR and Beasley Media Group, we are thrilled to partner with Nemours Children's Health System for the *Help Our Kids Radiothon*," said Marta DeLisi, General Sales Manager, Beasley Media Group. "We are fortunate to have a nationally recognized pediatric healthcare system right in our backyard. To me, the *Help Our Kids Radiothon* is about the community, the kids and families who live, work and play in our area. Supporting the Radiothon is not only a privilege, but a commitment to the community around us."

Beasley Media Group owns and operates 63 radio stations in 15 markets. Mix 99.5 WJBR has been proudly serving the community since 1957 and entertains nearly half a million people across four states each week.

The two-day *Help Our Kids Radiothon* will take place in early Fall 2021. An overview and event updates are available online at www.nemours.org/radiothon.

About Nemours Children's Health System

Nemours is an internationally recognized children's health system that owns and operates the Nemours/Alfred I. duPont Hospital for Children in Wilmington, Del., and Nemours Children's Hospital in Orlando, Fla., along with outpatient facilities in six states, delivering pediatric primary, specialty and urgent care. Nemours also powers the world's most-visited website for information on the health of children and teens, KidsHealth.org and offers on-demand, online video patient visits through Nemours CareConnect.

Established as The Nemours Foundation through the legacy and philanthropy of Alfred I. duPont, Nemours provides pediatric clinical care, research, education, advocacy, and prevention programs to families in the communities it serves.

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