

KS95 and University of Minnesota Masonic Children's Hospital Announce Partnership

U of M Masonic Children's Hospital will join Gillette Children's Specialty Healthcare as recipient of KS95 for Kids Radiothon

Minneapolis-Saint Paul – April 15, 2021 – Hubbard Radio's KSTP-FM (KS95) announced today that M Health Fairview University of Minnesota Masonic Children's Hospital will join Gillette Children's Specialty Healthcare as a recipient of KS95's annual KS95 for Kids fundraiser. Now in its 23rd year, KS95 for Kids is an annual radiothon hosted by the KS95 morning show—Crisco, Dez and Ryan. Since 1999 KS95 for Kids has raised \$17.3 million dollars for local children's health charities.

U of M Masonic Children's Hospital will replace Children's Cancer Research Fund who announced that they will be leaving the partnership after the 2020 radiothon.

"The legacy of KS95 for Kids is unparalleled," commented Dan Seeman, Hubbard Radio VP/Region Manager-Minnesota. "For over 20 years KS95's commitment to kids has raised millions of dollars and changed the lives of thousands of kids and their families. I couldn't be happier to welcome Masonic Children's Hospital to the KS95 for Kids family. Everything about KS95 is local, and now our annual radiothon will be benefiting two internationally recognized children's health organizations that are based in Minnesota."

Commented Dr. Joseph P. Neglia, Physician in Chief for M Health Fairview University of Minnesota Masonic Children's Hospital, "We are truly grateful to be the new beneficiary of KS95 for Kids Radiothon. As Minnesota's only pediatric academic research hospital with a global reputation – we treat the most common conditions to the most complex right in your own backyard. As a KS95 partner, our families will be given more hope and our patients will have more nights to dream, more days to play, and more time just to be kids."

"Gillette Children's Specialty Healthcare has been a proud partner of the KS95 for Kids Radiothon since its founding," said Barbara Joers, President and CEO, Gillette Children's Specialty Healthcare. "We're grateful for the way this event has amplified the stories of our patients and raised awareness of Gillette's unique expertise in caring for children who have rare, complex or traumatic medical conditions. We welcome our new partner in this incredible community event."

"One of the reasons that this partnership is so perfect is because of the continuity between CCRF and Masonic Children's Hospital," added Seeman. "For over 20 years we have been telling real stories on behalf of Children's Cancer Research Fund about children and their families battling cancer. The majority of those kids were being treated at the University of Minnesota. I can't say enough about CCRF and the life-changing work they do. I'm excited that KS95 for Kids will continue with our new partners at U of M Masonic Children's Hospital."

"The U of M Masonic Children's Hospital is a wonderful new partner for the radiothon," said Daniel Gumnit, CEO of Children's Cancer Research Fund. "The hospital provides excellent care and research, especially in pediatric cancer. Their involvement carries forward the radiothon's

rich tradition of supporting children and families. We are proud of the two decades of partnership with KS95 and Gillette, and we'll be cheering everyone on in December."

Ryan from the KS95 morning show added, "KS95 for Kids now supports two of the best hospitals for pediatric patients. We will continue to support all the wonderful work they do at Gillette to help kids with complex conditions. And now that we've joined forces with the U of M, our listeners donations will continue to directly fund research and leading edge treatment to help put an end to pediatric cancer. This is the perfect pairing and we couldn't be more thrilled."

The 23rd Annual KS95 for Kids Radiothon will take place on Friday, December 10, 2021.

About Hubbard Broadcasting, Inc.

Started in 1923, Hubbard Broadcasting, Inc. is an American television and radio broadcasting corporation based in Minneapolis – Saint Paul, Minnesota. Launched by Stanley E. Hubbard, Hubbard Broadcasting operates radio stations and television stations in ten states. In addition to radio and television stations, other Hubbard Broadcasting companies include the satellite and cable network ReelzChannel, F&F Productions and 2060 Digital. For additional information on Hubbard Radio visit www.hubbardradio.com.

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