

***Airwaves for Health Radiothon is a huge success raising \$86,847***

**Yorkton April 30** – The 12<sup>th</sup> annual GX94 and FOX FM Airwaves for Health Radiothon was a huge success raising \$86,847. The annual radiothon was held April 16<sup>th</sup> and 17<sup>th</sup>, with both radio stations broadcasting live from the Regional Hospital in Yorkton. Harvard Broadcasting covers all of the costs of the radiothon, so 100% of donations go toward buying medical equipment.

“The Airwaves for Health Radiothon introduced our campaign raising funds to upgrade equipment in the Lab of the Regional Hospital and to also put in place a completely new service called digital microscopy. Digital microscopy will give us same day access to medical specialist instead of having to package up suspicious looking blood or body fluid samples and sending them off to a specialist for diagnosis.

The benefits to patients of this new system are:

1. **Same day diagnosis** of immature/abnormal blood cells, as in the case of leukemia and other blood disorders.
2. **Same day diagnosis allows sooner treatment**, such as chemotherapy.

“We had a number of lab technologists on the radio explaining what they do, and how this new equipment will help them provide even better service to the people who live in this region. I think that was a big part of the very strong response we received from the public,” said Ross Fisher, Executive Director of The Health Foundation.

The technologists pointed out that there are other benefits to the system as well:

- Diagnostic accuracy will increase;
- Automating manual processes will increase efficiency;
- More tests and procedures can be done daily

I think the other reason this radiothon was so successful is that lab services are so fundamental to healthcare. Virtually everyone uses the lab. The lab is the first line of defense for finding something wrong. If we have better equipment then staff can do a better job. The beneficiaries of the new equipment are really our families, friends and ourselves,” said Mr. Fisher.

“We also had nurses and technicians on air to talk about a number of the new services and expanded services we’ve put in place over the last couple of years. It’s good to remind people that we are always trying to improve our local healthcare, and we also want to make sure people are aware of the new services,” continued Mr. Fisher.

There were also twenty-five (25) businesses or organizations that made contributions of \$1,000 or more who spoke on the radio explaining why they were making a donation and why they support the work of the Foundation. As well, 116 individuals either phoned in a donation or came to the hospital to make a donation.

“The radiothon was a great first step in raising awareness and launching our fundraising campaign for new lab equipment. We still have a ways to go as the equipment costs almost \$500,000, but the radiothon was a very good beginning,” said Mr. Fisher.

“This event has become very important to The Health Foundation” said Mr. Fisher. “Not only does the radiothon raise a significant amount of money, it also reaches a huge amount of people creating tremendous public awareness regarding the work of The Health Foundation.”

“GX94 and FOX FM have been great to work with. Their staff care, and you can see the energy and enthusiasm of the on-air radio people clearly reaches the public,” said Ross Fisher.

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