



98.9 myFM Radiothon raises \$157, 271

Norfolk County - A radiothon tradition that started 11 years ago continued this year as 98.9 myFM was on site for 12 hours from the Norfolk General Hospital. This year the money raised is going towards a Mobile Endoscopy Unit for NGH. The myFM team was live from 7a-7p at the hospital with Gerry Hamill, Bridget Johnson, Michael Badaway, Adam Liefel and Chris McMillan all hosting, and helping raise funds!

Alan Duthie, General Sales Manager for 98.9 myFM said, "This is what local radio is all about! It's what we do best! What a team! What a result". CEO of the Hospital Kelly Isfan said, "The day is better than my birthday! "

Julie Powell, Director of Development of Norfolk General Hospital Foundation sums things up, "Thank you so much to everyone from myFM for your incredible support of the Norfolk General Hospital this year through this event. Yesterday was an amazing day! Over \$157,000 raised and the money just keeps flowing in this morning. This amount is \$20,000 over last year on the day of the event. In total over the last 11 years, this event has raised over \$1,300,000 to purchase new equipment for our hospital!! From the bottom of our hearts – THANK YOU!!"

98.9 myFM is owned by MBC "Ontario's Local Broadcast Company". MBC has been recognized as "One of Canada's Fastest Growing Companies" by PROFIT Magazine. There are 14 myFM markets in Ontario and earlier this year MBC launched Canada's first FM Sports station in Peterborough. Read more at www.myfmradio.ca

Pictured: Michael Badaway