

Absolute Radio teams up with Children's Miracle Network

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Absolute Radio's Ian Walker has been appointed as consultant by US based Children's Miracle Network to spearhead its European and Australian Radiothon expansion

Across 2006, Children's Miracle Network Radiothons raised over \$50 million for hospitalised kids. Children's Miracle Network hospitals treat children with cancer, pediatric AIDS, muscular dystrophy, heart disease, leukemia, sickle cell anemia, asthma and accident trauma. Some 17 million children receive treatment each year and Children's Miracle Network raises the much-needed funds to pay for life-saving equipment, charity care and break-through research. Since 1983, Children's Miracle Network has raised more than \$2.7 billion for hospitalised kids.

For the first time, Children's Miracle Network will launch a Radiothon outside of North America in 2007. It will be held in Dublin between March 8th and 10th. Children's Miracle Network have teamed up with Our Lady's Hospital for Sick Children in Crumlin with their "Care For Kids" campaign set to raise funds for all 3 Children's hospitals in Dublin.

Ian Walker says "Radiothons are all about the kids, sharing their experiences and telling their stories - the light hearted, the funny and the serious – all spine tingling and full of emotion. This is compelling radio and each station involved with a Radiothon receives tremendous listener support. Throughout 2007 we will be looking to recruit more stations across Europe and in Australia to become part of the Children's Miracle Network Radiothon family"

About Absolute Radio International

Absolute Radio International is a privately held company that explores ownership, investment and radio management opportunities in global radio. ARI brings its unique mix of skills to dozens of radio stations world wide including stations in the UK, US, Germany, Poland, Hungary, Ireland, Czech Republic, Denmark & India (www.absoluteradio.co.uk)

Website: <http://www.absoluteradio.co.uk>

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