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September 1, 2009 (Scottsdale, Ariz.) – Give a little bit! Now *Arizona Foothills Magazine* fans can make a real difference in the life with a child by subscribing to the luxury publication. Through December 2010, *Arizona Foothills Magazine*'s parent company Media That Deelivers, Inc. will donate 50% of every subscription and gift subscription purchased to Banner Health Foundation in support of Cardon Children's Medical Center.

Arizona Foothills Magazine is published monthly, and \$18 of each \$36 subscription will go directly toward pediatric patient care programs and services that rely on charitable contributions. **Those interested in subscribing can do so by calling AFM's subscription hotline at 800.947.8337 or by subscribing here: <http://www.arizonafoothillsmagazine.com/subscribe.html>.**

In addition to donating half of all subscription dollars to Banner Health Foundation through the Mag-a-Difference fundraising campaign, *Arizona Foothills Magazine* will also support Banner Health's local events by keeping readers in-the-know about all Banner happenings via AZFoothills.com.

"We can think of no better foundation to partner with on our subscription drive," says Media That Deelivers President and *Arizona Foothills Magazine* Publisher Michael Dee. "This is not just a children's hospital for the Valley, it has some of the best specialists in the United States and is extremely deserving of all our support."

"*Arizona Foothills Magazine*'s commitment to donate half of all subscription dollars raised to Cardon Children's Medical Center illustrates that they recognize the importance of philanthropy and value Banner's efforts to provide excellent care to pediatric patients in Arizona," says Andy Kramer, president and CEO of Banner Health Foundation. "Their generosity is a true testament of their dedication to the future of Arizona."

About Cardon Children's Medical Center

Cardon Children's Medical Center (formerly Banner Children's Hospital at Banner Desert Medical Center) provides comprehensive pediatric care for a broad spectrum of children's health needs. The children's medical center provides care in more than 25 specialty areas and includes unique care units for pediatric and neonatal intensive care, as well as pediatric cancer and blood disorders. The Banner Health owned and operated facility will expand to 248 beds when patients and staff move into a new state-of-the-art facility on Nov.2.

About Banner Health

Headquartered in Phoenix, Banner Health is one of the largest, nonprofit health care systems in the country. The system owns or manages 22 acute-care hospitals, long-term care centers, outpatient surgery centers and an array of other services including family clinics, home care and hospice services, and a nursing registry. Banner Health is in seven states: Alaska, Arizona, California, Colorado, Nebraska, Nevada and Wyoming. To learn more about Banner health, go to Bannerhealth.com.

About *Arizona Foothills Magazine*

Arizona Foothills Magazine and AZFoothills.com are dedicated to providing resourceful information on dining, entertainment, homes, fashion, culture and events in Arizona. *Arizona Foothills Magazine* is published monthly and is audited by the Audit Bureau of Circulations (ABC).

About Media That Deelivers, Inc.

Scottsdale-based Media That Deelivers, Inc. is a leading luxury magazine publisher that produces 11 titles in its luxury collection of magazines, including the monthly *Arizona Foothills Magazine*, *Arizona Foothills Tucson Online* and *Estates West Online*. The company also publishes an array of custom products for world-renowned organizations like the Arizona Biltmore Resort & Spa, The Westin Kierland, and now four JW Marriott Resorts.