



ABC15 will host the ninth annual ABC15 Telethon benefiting Phoenix Children's Hospital virtually on Wednesday, April 14 from 6 a.m. – 10:35 p.m. The popular event raised more than \$769,000 for Phoenix Children's patient families in 2019. Due to the COVID-19 pandemic, the annual telethon typically broadcasted in April was canceled in 2020.

Telethon includes a phone bank staffed by sponsors and community volunteers, and inspirational stories shared by the hospital's superhero patients, physicians, and staff. ABC15's Sonoran Living hosted by Terri Ouellette and Susan Casper will devote their entire show to the Telethon in addition to a thirty-minute special in the afternoon. ABC15 News will cover the Telethon in every newscast and social media platform throughout the day.

Donors will have the chance to become Heroes for Hope and save the day for Phoenix Children's patients by giving a Superhero Sidekick to a child when they make a monthly pledge of \$20 or a single gift of \$240 or more. Donors can call the phone bank at 602.933.4567 the day of the telethon or visit TelethonforPCH.org to make their gift.

Corporate sponsors will be providing matches throughout the day where a gift will go even further in supporting Phoenix Children's:

- Desert Financial Credit Union

9:00 a.m. – Triple Match, where a \$20 monthly pledge becomes a \$60 monthly pledge • Accident Law Group

6:00 p.m. – Double Match, where a \$240 single gift becomes a \$480 single gift • Scripps Howard Foundation

10:00 p.m. – Double Match, where a \$50 monthly pledge becomes a \$100 monthly pledge

Every dollar raised during the ABC15 Telethon will have a direct impact on patient care and critical programs and services provided to patients and families.

"The support from our partners at ABC15 is crucial to helping our families and patients that need it most," said Steve Schnall, senior vice president, and chief development officer of Phoenix Children's Hospital Foundation. "The generosity of the viewers at home tuning in to make their pledges amazes us every year at Phoenix Children's."

"Phoenix Children's is a vital part of the community," said Anita Helt, vice president, and general manager at ABC15. "The physicians and staff care for both the patient and family with dignity and respect. Miracles happen every day at PCH – it's our honor to be a small part of their dedication."

The ABC15 Telethon is made possible thanks to corporate sponsors and community partners, which include: Accident Law Group, Ace Hardware, Ageless Anatomy Med Spa, American

Written by Tyler Hollis

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Textile Recycling Services, Angry Crab Shack, Arcadia Pediatric Dental, Big O Tires, Clean Freak Car Wash, Desert Financial Credit Union, Discover, Dutch Bros Coffee, Earnhardt Auto Centers, Fry's Food Stores, IHOP, Ike's Love & Sandwiches, Jersey Mike's Subs, Lerner & Rowe Gives Back, Mountainside Fitness, NOVA Home Loans, Panda Express, Phoenix Dance Studio, Plexus Worldwide, Sagicor Life Insurance, Sam's Club, SBD Contracting Services, Scripps Howard Foundation, Shasta Pools & Spas, Southwest Gas, Swire Coca-Cola, V.I.P. Mortgage, Inc., Verco Decking, Inc., Walmart.