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For Immediate Release

Honouring the lasting impact of stories that reflect our community

Waterloo, ON, October 15, 2020— Gathering around the radio has been a family tradition for generations. Radio has tremendous power to inform, educate and entertain and thanks to the Rogers Kitchener Radio Group, to inspire transformational and lasting change through another family tradition: The Kids Can't Wait Radiothon.

Throughout the years, the live-broadcasted Kids Can't Wait Radiothon succeeded in bringing radio listeners closer to the stories which reflected the community through heartwarming firsthand accounts of the struggles and strengths of kids and their families, therapists, donors, and volunteers, each who had a their own KidsAbility story. Listeners responded generously raising over \$2.6 million dollars over 14 years. To honour this remarkable achievement, The Rogers Radio Group received the Elaine Ormston Outstanding Supporter Butterfly Award—the highest award bestowed annually by KidsAbility Foundation.



The award honours individuals and groups whose contributions have made a lasting and remarkable impact on the lives of children and youth with challenges. Joining General Manager, Mike Collins who accepted the award on behalf of Rogers Kitchener Radio Group earlier this month at a small socially-distanced outdoor reception at KidsAbility was Christa Hicks, Promotions Director of local radio stations CHYM 96.7, Country 106.7, 570 News.

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“The Kids Can’t Wait Radiothon became not only a much-loved one-day event for our staff and families at KidsAbility, but I know for the team at the Rogers Radio Group as well,” says Lisa Talbot, KidsAbility Foundation Executive Director. “We are incredibly grateful to the talented team at CHYM 96.7, 570 News and Country 106.7—under the Rogers Radio Group umbrella—for their dedicated support that inspired our community to give. Long-standing community support doesn’t happen by accident: It’s rooted in a deep conviction for a greater good, envisioned by strong dedicated leadership and developed over time with extraordinary talent to see it through.”

Although the Radiothon came to a close in 2019, many of those years were guided by Collins, the general manager of Rogers Radio Group, including stations CHYM FM, Country 106.7 and 570 News. Collins, whose own childhood began in Elmira, has long recognized how local non-profits directly impact the lives of so many becoming an early partner and champion for KidsAbility.

Collins is quick to point out that it takes a team to spread the word and bring community stories to a new listening base. This was made possible with the talents of outstanding radio celebrity hosts including more recently Mike Farwell of 570 News, Brady and Tara of CHYM 96.7 and Country 106.7 hosts Jenn, PJ and Ryan, and Rogers TV and Daytime host Susan Cook Scheerer.

“We are thrilled to honour Rogers Radio Group for their contributions in support of children and youth in our community with challenges,” says Lisa Talbot, KidsAbility Foundation Executive Director. “They are pillars of philanthropy in our community. On behalf of the 11,000 children and families who receive services at KidsAbility annually, we thank the Rogers Radio Group for their heartfelt and dedicated support and helping to make brighter futures happen.”

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Media Release

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Background Information:

Across our community, 11,279 children and youth with challenges receive the help that they need to realize goals important to them. It could be overcoming a stutter, strengthening muscles to take that first step or learning the social skills to make a friend—together, we make these firsts possible. With over 60 years of experience, KidsAbility helps children and youth with challenges and their families to achieve great things at home, at school and in the community. Our goal is to get the right support to the right child at the right time and donations help to make that possible.

KidsAbility Foundation inspires and engages community partners, individuals and groups to help make a difference in children's lives. The Outstanding Supporter Butterfly Award was created in 2003 to honour individuals and groups who have made a significant volunteer contribution to KidsAbility Foundation. In 2009 it was re-named the Elaine Ormston Outstanding Supporter Butterfly Award in honour of Elaine Ormston whose commitment to the mission of the Foundation and whose energy in pursuing its goals exemplify the characteristics of an outstanding Foundation volunteer.

Demand for KidsAbility's services continues to exceed the resources provided. Donations raised through our community assist in funding services, programs, and resources, and allow KidsAbility to serve an additional 1,000 children and youth each year. Without this generous support, more children would be waiting even longer to receive the care that they deserve and so desperately need. Presently, there are over 1,312 children waiting for services at KidsAbility.

With your help, we can help more children to live richer and fuller lives. Together, we can ensure that every child and youth has access to the services that they need where they live, learn and play to realize their full potential.

