



MEDIA ADVISORY
FOR IMMEDIATE RELEASE
April 9, 2015

The Janeway Children's Hospital Foundation and Walmart Canada Kick Off 2015's MIRACLE MONTH

- WHO:** The Janeway Children's Hospital Foundation and Walmart Newfoundland and Labrador
- WHAT:** Kicking Off Walmart Newfoundland and Labrador's 2015 Miracle Month campaign in support of the Janeway Children's Health & Rehabilitation Centre
- WHEN:** 11:00 a.m., TODAY, Thursday, April 9, 2015
- WHERE:** Walmart, 55 Roe Avenue, Gander, NL
- WHY:** Join us this morning for the Kick Off of Walmart Newfoundland and Labrador's (NL) 2015 Miracle Month campaign in support of the Janeway Children's Health & Rehabilitation Centre and all our kids.

Throughout Miracle Month, Walmart locations across the country will sell Children's Miracle Network Balloon icons to raise money for their local children's hospitals. In 2014, Walmart's NL customers generously donated more than \$193,000 to our province's sick and injured children through this campaign. Together with the funds donated directly from their corporate head office, and raised through various other initiatives, Walmart Canada contributed a total of more than \$314,000 to help our Janeway team provide the best pediatric health care available.

In fact, since the inception of their relationship with the Janeway Children's Hospital Foundation in 1995, Walmart has raised and donated more than \$2.3 million to the Hospital and the children of this province.

This year's Miracle Month Kick Off will provide a unique opportunity to look back over the last year, set the stage for the year ahead, and to meet 9-year-old Janeway Champion Child, presented by Walmart Canada, Brooke Gidge.

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Walmart Canada operates a growing chain of 391 locations nationwide serving more than one million customers each day, as well as its flagship online store, www.walmart.ca, which is visited by over 400,000 Canadians daily. With 90,000 associates, Walmart is one of Canada's largest employers and is ranked one of Canada's top 10 most influential brands. Walmart Canada is focused on supporting families in need. Since 1994, the company has donated and raised more than \$200 million to Canadian charities and not-for-profit organizations. Additional company information can be found at walmartcanada.ca, facebook.com/walmartcanada and at <http://www.twitter.com/walmartcanada>.

Janeway Children's Hospital Foundation has been the fundraising arm of the Janeway Children's Health and Rehabilitation Centre since 1985. The Foundation helps to provide medical equipment, programming, research funding and education grants that allow the facility and staff to provide excellence in care to the children of Newfoundland and Labrador.

Children's Miracle Network is an international non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals and health foundations. Each year, over 170 Children's Miracle Network hospitals, 14 of which are in Canada, create miracles by providing the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind: ChildrensMiracleNetwork.ca.

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