

**Children's Hospital Foundation
Children's Miracle Network Hospitals**

800 Research Parkway, Suite 150
Oklahoma City, OK 73104-3614
Phone: 405-271-2296
Fax: 405-271-1175
www.okchf.org



NEWS RELEASE

October 21, 2011
FOR IMMEDIATE RELEASE

CONTACT: Whitney Tatum, Communications Director
whitney-tatum@ouhsc.edu, (405) 227-5933
Jennifer Patterson, Media Relations Specialist
Jennifer-n-patterson@ouhsc.edu, (405) 819-1783

HEYDAY ENTERTAINMENT GIVES BACK FOR 4th BIRTHDAY

Local Family-Fun Entertainment Center Unites with Children's Miracle Network Hospitals

OKLAHOMA CITY, OKLA. (October 21, 2011) – For four years, HeyDay Entertainment center in Norman, Okla. has created timeless memories for kids of all ages through its extravagant laser tag facility, mini-golf, hot and fresh Double Dave's pizza, arcade games and a new ropes course that takes fun to new heights.

HeyDay Owner Brad Little, his wife Keri and their energetic staff knew more could be done to create new adventures for Oklahoma's children by becoming committed to improving children's health within their community. By joining forces with Children's Hospital Foundation as a Children's Miracle Network Hospitals sponsor, the only non-profit organization in Oklahoma whose sole focus is the advancement of pediatric research, education and clinical care, the HeyDay team can do just that.

"We are so enthused to be associated with Children's Miracle Network Hospitals and making this a lifetime partnership," said Little. "Our entire staff is ready to do all we can to help put smiles on kids' faces and help their healing process."

HeyDay generously hosted the CMN Hospitals Back-to-School Miracle Kids Camp in August to provide an opportunity for kids to play laser tag and arcade games with other children that are battling major illnesses. Miracle child William's dad would have never guessed that he'd witness his ten-year-old son win five round of laser tag after his battle with bacterial pneumonia in 2007.

As part of their ongoing effort to promote healthy children, HeyDay presented a \$500 donation to CMN Hospitals on behalf of their Facebook fan challenge. Throughout the month of September, Little pledged to donate 35 cents for every new Facebook fan.

"HeyDay Entertainment Center is our newest local sponsor and they clearly have a heart for the wellbeing of Oklahoma's children," said Jan Dunham, CMN Hospitals Director. "Their partnership will be treasured and we are excited to team with the gracious employees of HeyDay to raise money for the sick children of our state."

As a CMN Hospitals sponsor, HeyDay is encouraging customers to purchase OU and OSU football icons and the 2012 Miracle Children of Oklahoma calendars, with proceeds benefiting Oklahoma pediatrics. HeyDay is also joining forces with The Children's Hospital at OU Medical Center to provide birthday party celebrations for critically ill patients, provide craft materials, toys and books to be used by children and families in the clinics.

Since opening in September 2007, HeyDay has hosted over 3,000 birthday parties and over 250,000 sessions of laser tag have been played.

-more-

Children's Miracle Network Hospitals is an international non-profit organization dedicated to helping children by raising funds and awareness while keeping 100 percent of donations in the community where they are raised. Children's Hospital Foundation is a proud affiliate of CMN Hospitals and is dedicated to providing funding for pediatric programs in research, education and clinical care for Oklahoma's children.

###

ABOUT US: Children's Hospital Foundation, proud affiliate of Children's Miracle Network Hospitals, is a nonprofit 501c (3) organization in Oklahoma striving to improve the health of children. Since its inception in 1983, Children's Hospital Foundation, through its volunteer board and vast community support, has funded pediatric research and education programs including collaborative projects with the OU Department of Pediatrics, The Children's Hospital at OU Medical Center, OU Children's Physicians and the University Hospitals Authority and Trust. For more information, contact Executive Director, Kathy McCracken at 405.650.1718 or visit our website: www.okchf.org.