

**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

LOVE'S CAMPAIGN SHOWS HEART FOR CHILDREN'S HEALTH

Love's Travel Stops and Country Stores Host Children's Miracle Network Hospitals Campaign

OKLAHOMA CITY, OKLA. (October 21, 2011) – Throughout the month of September, Love's Travel Stops & Country Store employees in Oklahoma City and surrounding cities will be putting their hearts into raising funds for Children's Miracle Network Hospitals by asking customers to purchase \$1, \$5 or \$20 heart icons to benefit Children's Hospital Foundation.

"Our employees in the Oklahoma City area are dedicated to raising money for Children's Hospital Foundation," said Jenny Love Meyer, Love's Director of Communications. "We have a top notch children's hospital right here in our hometown, and we are all committed to making a difference in the lives of sick or injured kids in our community."

Love's understands that it takes an entire community to improve the lives of local children. They have pledged to donate \$1 up to \$20,000 to CMN Hospitals for every new fan they receive on their Facebook page.

Specific locations raise additional funds by holding bake sales, pumping gas for tips, conducting in-store drawings and coordinating other fundraising events. In 2010, Love's raised \$1 million nationally at more than 265 locations, with \$124,000 benefiting Oklahoma pediatrics.

Love's has been a partner of CMN Hospitals since 1998, raising funds through multiple fundraising campaigns totaling more than \$4.5 million. Like all CMN Hospitals fundraisers, the funds raised from Love's five-week campaign will fund pediatric research, education and clinical care.

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.

For more information on the Love's Campaign, please contact Alisha Kaighen at 405-271-9035 or Alisha-kaighen@ouhsc.edu.

###

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.