

# Media Release

For Immediate Release

May 5, 2016



## Walmart Canada Champions for Kids in Our Community

Walmart associates rally to raise money for kids, like Mckenna Lumley, at Children's Hospital, London Health Sciences Centre during Walmart's *May is for Miracles* fundraising campaign

London, ON – 10-year-old Mckenna Lumley has gone through, and continues to deal with not one, but two very difficult health care obstacles, which include the removal of a brain tumour at the age of four and a more recent diagnosis of scoliosis. When you meet Mckenna, you have no idea she carries the weight of these experiences – what you will notice is that she is a proud member of Walmart's Champion Child family and an imaginative young girl who is delightful through and through.

As the 2015/16 Children's Miracle Network Champion Child, presented by Walmart, Mckenna will be visiting Walmart stores throughout the region during Walmart's annual *May is for Miracles* campaign. She will be representing the bravery and resiliency of the paediatric patients who visited Children's Hospital nearly 107,000 times last year.

From May 5-27, Walmart associates throughout the country are reaching out to their communities by selling Children's Miracle Network paper balloon icons, holding bake sales, BBQs and so much more, all to help make miracles happen for kids in their community. Funds collected by Walmart along with its corporate donation are used to support children's hospitals across Canada. Throughout Southwestern Ontario and parts of Northern Ontario, these funds are directed to Children's Hospital through Children's Health Foundation. Supporting specialized equipment and value-added programs and services, donations help kids like Mckenna to get better so they can return to playing, laughing and growing.

"My job this year as the Champion Child is to work with Children's Health Foundation to help raise awareness about the kind of battles many kids face and what the hospital and community do to help," shares Mckenna. "I'd like to thank Walmart and its customers for all you do for kids like me! I really appreciate the great things you do for our community."

"It is because of community support from our Children's Miracle Network Partners, like Walmart, and the generosity of their customers, that Children's Health Foundation is able to support excellence in paediatric health care at Children's Hospital. These funds stay local to help save and improve kids' lives by having a world-renowned health care centre right here in our own backyard," says Susan Crowley, President and CEO, Children's Health Foundation.

"We are thrilled to partner with Children's Miracle Network to support the important work being done in their network of hospital foundations around the country. These foundations are integral in providing children with the best health care possible and are a beacon of hope for families going through the most difficult times in their lives. Together with our customers, we look forward to helping make miracles happen through this campaign," says Erin Mackey, manager, community investment, Walmart Canada.

Customers can visit their local Walmart during the campaign (May 5-27) and make a donation at the till to purchase a miracle balloon. Children's Health Foundation thanks community members for supporting this campaign when visiting Walmart.

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## **CHILDREN'S MIRACLE NETWORK**

Children's Miracle Network® raises funds for 170 children's hospitals, 14 of which are in Canada. These hospitals, in turn, use the money where it's needed the most. When a donation is given, it stays in the community, ensuring that every dollar is helping local kids. Established in 1983, Children's Miracle Network raises funds to support critical research, education, purchase life-saving equipment, and ensure excellence in care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at [ChildrensMiracleNetwork.ca](http://ChildrensMiracleNetwork.ca).

## **WALMART CANADA**

Walmart Canada operates a growing chain of more than 400 stores nationwide serving more than 1.2 million customers each day. Walmart Canada's flagship online store, Walmart.ca is visited by 600,000 customers daily. With more than 95,000 associates, Walmart Canada is one of Canada's largest employers and is ranked one of the country's top 10 most influential brands. Walmart is committed to generating zero waste, being supplied by 100 per cent renewable energy and offering customers products that are produced responsibly. Walmart Canada's extensive philanthropy program is focused on supporting Canadian families in need, and since 1994 Walmart has raised and donated more than \$250 million to Canadian charities. Additional information can be found at [walmartcanada.ca](http://walmartcanada.ca).

## **CHILDREN'S HEALTH FOUNDATION**

Children's Health Foundation is dedicated to raising and granting funds to support Children's Hospital at London Health Sciences Centre, Thames Valley Children's Centre and Children's Health Research Institute. Since 1922, funds raised have helped deliver exceptional care and support for children and their families by providing specialized paediatric care, equipment, education programs, therapy, rehabilitation services and research.

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