



**Children's
Miracle Network
Hospitals**

Helping Local Kids

For Immediate Release

**Publix Super Markets Reach \$20 Million Total Raised
For Children's Miracle Network Hospitals since 1992**

*Total of \$2,011,991 Raised During Spring Campaign With More Than \$102,000
Benefiting Shands Jacksonville and Wolfson Children's Hospital*

Jacksonville, FL (July 26, 2011)—Children's Miracle Network Hospitals® today announced that Publix Super Markets has raised \$20 million for children's hospitals since 1992. Of the total raised in 2011, more than \$102,000 has directly benefited Shands Jacksonville and Wolfson Children's Hospital.

The \$20 million mark was reached during Publix's annual spring campaign, where customers were asked to donate by "purchasing" the charity's paper Miracle Balloon icons for \$1 each, \$3 or \$5. These balloons took advantage of great savings, offering customers as much as \$20 in coupons in return for their donations. The campaign, which launched May 28, raised a total of \$2,011,991 for 19 children's hospitals in the communities where they operate. In addition, Publix Super Markets also participate in Produce for Kids, which raises additional funds for the 19 children's hospitals.

"Upon entering a Publix store, you immediately notice the smiles on the associates' faces," said John Lauck, president and CEO, Children's Miracle Network Hospitals. "These same associates have put smiles on the faces of hospitalized children because of their ability to encourage customers to donate. We congratulate their accomplishment and are grateful for their dedication to children's hospitals."

Because all donations benefit the Children's Miracle Network Hospital in the community where the donation was made, 19 children's hospitals in Publix Super Markets' service areas have benefited from the \$20 million raised, including Shands Jacksonville and Wolfson Children's Hospital. These Children's Miracle Network Hospitals use the funds to purchase life-saving equipment and cover medical costs for uninsured or underinsured pediatric patients and help fund other areas within the hospital.



Children's Miracle Network Hospitals

Helping Local Kids

About Publix Super Markets

Founded in 1930, Publix Super Markets is the largest and fastest-growing employee-owned supermarket chain in the United States. Publix and their associates excel in community involvement, volunteerism and a commitment to their market areas and beyond. Publix's commitment to diversity has contributed to their success in being a great place to work and shop. For additional information, visit www.publix.com.

About Children's Miracle Network Hospitals

Children's Miracle Network Hospitals® raises funds for 170 children's hospitals across North America, which, 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. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at CMNHospitals.org.

Contact: Nicole Mishko
Community Development Coordinator
Nicole.Mishko@jax.ufl.edu
904-244-9372

###