



PRESS ALERT: INVITATION

Swim for Smiles to Present \$25,000 Check to NC Children's Hospital Tomorrow, Thursday, 19 August 2010

--The 9:15am check presentation will be made by eight Chapel Hill kids--

Chapel Hill, NC -- Wednesday, 18 August, 2010 -- The Swim for Smiles Foundation, a Chapel Hill-based charity that raises money for the N.C. Children's Hospital through an annual youth triathlon and a summer swimming relay event, has announced that it will present the North Carolina Children's Hospital with a \$25,000 donation, tomorrow, 19 August, 2010.

The Foundation has invited eight of the 2010 summer's top fundraisers (all kids ages 7-12) to present the check to the N.C. Children's Hospital in the lobby of the hospital at 9:15am. Following the ceremony, the eight kids, and their families, will receive a VIP tour of the hospital.

We would like invite all local members of the press to attend this event:

PARKING: Park in the visitors deck off Manning Drive.

MEETING TIME/PLACE: Promptly at 9am (Exactly at 9am - this is important as the heliport tour is at 9:05am and the kids want to see that), at NC Cancer Hospital lobby, near information desk. When walking from garage, take the walkway leading to the cancer hospital. As you walk down the walkway you will pass the GPO (Physicians Office Building) on your right and the next building will be the cancer hospital. You will be entering on the main level.

HOSPITAL CONTACT: Mary Ollila (cell) 919-260-7997

ATTIRE: Comfy shoes and casual attire.

SWIM FOR SMILES CONTACT: Cory Greene (cell) 919-604-0225

About Swim for Smiles

Founded by Gary Kayye and Laura Gondek on the principle of "kids helping kids" in 2005, the Swim for Smiles foundation is a 501(c)(3) non-profit that holds multiple events every summer, including a youth triathlon, a summer swim league fundraiser, and Wacky Relay Day for the Chapel Hill Summer Swim League. Most proceeds are

donated to the North Carolina Children's Hospital, and the foundation has donated well over \$100,000 to three local children's hospitals to date.

To find out more about the organization or how you can help, go to <http://www.swimforsmiles.org>