

## **WGN Radio Neediest Kids Fund Launches New Spring Campaign Focusing on Youth & Education**

**CHICAGO, April 25, 2013**— With spring's arrival bringing the end of the school year closer, thousands of children across Chicagoland will soon be losing access to programs that are safe, nurturing, educational and fun. Statistics show three out of 10 students drop out of school each year, of the students making it to their senior year, four out of 10 don't graduate (Source: [Chicago Public Schools data](#)), and 19 percent of Chicagoland children are at-risk of going hungry (Source: [Feeding America](#)).

To help reverse this trend, the Robert R. McCormick Foundation has teamed up with WGN Radio to raise money to help at-risk youth gain access to year-round educational programs and nutritious meals.

The Spring Campaign, a new campaign of WGN Neediest Kids Fund, a McCormick Foundation Fund, will support nonprofit agencies providing programs that concentrate on child and youth education and childhood hunger.

**The McCormick Foundation will match all gifts at 50 cents on the dollar**, increasing the impact of individual contributions. All administrative costs will be paid, **allowing 100 percent of all funds raised, plus the match**, to be granted directly to nonprofit organizations helping underserved children reach their full potential.

What started as a holiday toy drive by legendary host Wally Phillips in 1969, the WGN Radio Neediest Kids Fund has grown to help at-risk kids stay in school, eat healthy and prepare for their future. Since inception, nearly **\$19 million** has been granted through the WGN Radio Neediest Kids fund. To learn about the lives of those who have benefited from WGN Radio Neediest Kids Fund please visit [donate.mccormickfoundation.org/WGN-grantee-features](http://donate.mccormickfoundation.org/WGN-grantee-features). You can make a gift by visiting [wgnradio.com/neediestkidsfund](http://wgnradio.com/neediestkidsfund), calling us at **1.800.516.8730** or by sending a check to:

WGN Radio Neediest Kids Fund  
23912 Network Place  
Chicago, IL 60673-1239

Please make all checks payable to WGN Radio Neediest Kids Fund. The Spring Campaign runs until June 30, 2013.

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### **About the Robert R. McCormick Foundation**

Robert R. McCormick Foundation is committed to fostering communities of educated, informed and engaged citizens. Through philanthropic programs, Cantigny Park and museums, the Foundation helps develop citizen leaders and works to make life better in our communities. The Foundation was established as a charitable trust in 1955, upon the death of Colonel Robert R. McCormick, the longtime editor and publisher of the *Chicago Tribune*. The McCormick Foundation is one of the nation's largest foundations, with more than \$1 billion in assets.

The McCormick Foundation continues McCormick's legacy by partnering with media outlets, such as the WGN Radio, sports teams and philanthropic organizations across the country, to encourage local giving, inspire civic involvement and address human needs. For more information, please visit [www.McCormickFoundation.org](http://www.McCormickFoundation.org), follow us on [Twitter](#), or like us on [Facebook](#).

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