

Country Cares

for St. Jude Kids®

2012 Fact Sheet

- Country Cares for St. Jude Kids is one of the most successful radio fundraising events in America. Since the program began in 1989, more than 200 radio stations across the country have raised more than \$400 million in pledges for the children of St. Jude Children's Research Hospital®.
- Many country artists have given their names and time to Country Cares through recorded appeals, visits to the children at the hospital and much more. These stars include Randy Owen, Taylor Swift, Brad Paisley, Tim McGraw, Faith Hill, Chris Young, Darius Rucker, Keith Urban, Jake Owen and Lady Antebellum.
- All segments of the country music industry—artists, record label representatives, artist managers, publishers, songwriters and radio station staff—participate in the Country Cares program.
- Randy Owen, lead singer of the group ALABAMA, helped launch the Country Cares for St. Jude Kids program after meeting with hospital founder Danny Thomas.
- A typical radiothon lasts two days and is highlighted by St. Jude patient stories and country celebrity vignettes, local patient appearances and exciting radio station promotions. Radiothons are typically held at the radio stations or other populated venues.
- All major and many independent country music record labels support the Country Cares program.
- Country music reaches a broad and ever-increasing portion of the American audience. Reports show that nearly 44 million adults listen to Country Radio on a weekly basis. Country Radio reaches more adults than any other format—making it America's top radio format. Country is the leading radio format in the number of stations as well, with more than 2,000 stations airing country music full-time.

