

From the University of Mississippi Medical Center Division of Public Affairs

BLAIR E. BATSON HOSPITAL FOR CHILDREN IS ONE OF THREE CHILDREN'S MIRACLE NETWORK HOSPITALS TO WIN GAMEROOM MAKEOVER FROM XBOX 360 IN ONLINE CONTEST

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JACKSON, Miss. – Xbox 360® and Children's Miracle Network, an international non-profit that raises funds for 170 children's hospitals, announced today the winners of an online campaign: Gameroom Giveaway presented by Xbox 360.

The Blair E. Batson Hospital for Children at the University of Mississippi Medical Center, Hurley Medical Center and University of Iowa Children's Hospital were the three hospitals with the most votes at the end of the contest and will receive the gameroom makeovers (valued at \$10,000 each). Installation will take place sometime in the next few months.

"Batson Hospital has been overwhelmed with the positive response received during this contest," said Dr. Owen B. Evans, professor and chair of pediatrics. "We know that this was indeed a community effort and we are grateful to everyone who took the time to vote."

The contest took place between Sept. 3 and Oct. 16, 2009. More than 12 million votes were cast over the six-week promotion, which allowed anyone to visit xbox.childrensmiraclenetwork.org and vote for the US Children's Miracle Network hospital of their choice.

"It has been inspiring to see communities rally behind their local Children's Miracle Network hospitals, encouraging friends and neighbors to go online and show their support by placing a vote," said Brian Hazelgren, chief development officer, Children's Miracle Network. "We are hopeful that participants in the contest will continue to demonstrate their support by giving a dollar or two to Children's Miracle Network when they can to help save and improve the lives of children in their community."

The Gameroom Giveaway is an extension of the Children's Miracle Network and Xbox relationship, which first started in 2008. Other major components include: Xbox 360 raised \$1.3 million for the charity through the sale of the Children's Miracle Network Family Game Pack during the 2008 holiday season. Xbox is installing a state-of-the-art Xbox 360 kiosk at Children's Miracle Network hospitals across the country. The kiosk is certified for a hospital environment and includes an Xbox 360 Console, a 19" High Definition LCD Screen, 2 Xbox controllers, and gives players access to more than 200 E-rated titles.

"Microsoft is truly amazed at the community support for the Children's Miracle Network hospitals around the country. 12 million online votes is incredible and Microsoft is thrilled to donate the three winning Children's Miracle Network hospitals state of the art Gamerooms." Mitch Koch, Corporate Vice President, Worldwide Retail Sales & Marketing, Entertainment & Devices Division.

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The University of Mississippi Medical Center, located in Jackson, is the state's only academic medical center. UMMC encompasses five health science schools, including medicine, nursing, health related professions, dentistry and graduate studies, as well as the site where University of Mississippi pharmacy students do their clinical training. The Medical Center's threefold mission is to educate tomorrow's health-care professionals, conduct innovative research to improve human health, and to provide the highest quality care available to the state's citizens. A major goal of the Medical Center is the improvement of the health of Mississippians and the elimination of health disparities. For more information, contact the Division of Public Affairs at 601-984-1100 or visit us on the Web at <http://info.umc.edu/>.

Children's Miracle Network is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals. Each year the 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. To learn more go to www.ChildrensMiracleNetwork.org.

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