

Boston University, Media Relations graduate school class assignment – press release using information about a fictional healthcare event.



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Chicago City Children's Hospital Celebrates \$150M 'Winfrey Wing' Focusing on Cystic Fibrosis Treatment and Research

New 130,000 square foot, state-of-the-art children's wing will be home to the first program providing inpatient and outpatient care to cystic fibrosis patients through their adulthood.

CHICAGO (July 21, 2017) – Chicago City Children's Hospital (CCCH) celebrates the opening of the Oprah Winfrey Wing, a \$150 million dollar, state-of-the-art inpatient and outpatient building focused on cystic fibrosis (CF) treatment and research. Its integration of the newest technology make the Winfrey Wing at the forefront of caring for complex pediatric patients. CF is a life-threatening genetic disease that primarily affects the lungs and digestive system. An estimated 30,000 children currently in the U.S. live with CF.

Oprah Winfrey donated \$20 million dollars for the naming of the wing. The Winfrey Wing is CCCH's first major milestone since embarking on its expansion and fundraising effort to double the amount of beds, care programs and research grant funding.

Chicago Mayor Rahm Emmanuel said, "This new program will further enhance Chicago's standing as one of the world leaders in healthcare and help some of our most vulnerable citizens and their families get stronger together in the most advanced setting possible."

On Friday evening, July 21, 2017, a ceremonial ribbon cutting will take place followed by tours of the facility and a reception. As part of the event there will be a text-to-give campaign where attendees or those interested in supporting CCCH can text 555-CCCH and donate \$10 to go towards the care and treatment of CF. Each text will receive a special personalized link to a thank you video from one of the many current and former patients CCCH will have on hand.

For information on CCCH CF programs call 555-867-5309, extension 12, or go to www.ccch.org/winfreywing.

About Chicago City Children's Hospital

CCCH is a 150-bed pediatric inpatient hospital with a focus on childhood diseases and conditions such as leukemia, diabetes, trauma related injuries, heart disease and over 15 care programs. CCCH is one of the largest pediatric providers in the Midwest with a long history of free or subsidized care for underserved communities.

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