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For Immediate Release

Sparrow Celebrates National Recognition for Champion Child

Join the celebration of Landon's miraculous survival story

Landon Whitaker, 12
Champion Child of Michigan



LANSING-----Join Sparrow as it announces the 2010 Walmart/Sam's Club Champion Child of Michigan and celebrates this story with our community. At a press conference at 10 a.m. on Wednesday, May 26, 2010, Sparrow will share the miraculous survival story of Landon Whitaker, the 2010 Champion Child of Michigan. The press conference will be held at the Walmart in Grand Ledge (Lansing's west side).

Each year, Children's Miracle Network selects one child from each state to represent as the Walmart/Sam's Club Champion Child for that state. The Champions from around the U.S. are recognized for their stories of perseverance. This year's Champion Child of Michigan, Landon, was selected from Sparrow Hospital.

Landon, 12, from Charlotte, took an accidental bullet shot to his face last fall and underwent emergency brain surgery to remove it from his brain at the Granger Pediatric Emergency Room at Sparrow. Landon has since made a miraculous recovery and is doing exceptionally well.

Landon will be making his grand entrance at the press conference via skateboard, his preferred method of transportation and favorite hobby. Landon's story will be shared at the press conference by his mother, Lori Thompson-Heinze, and Dr. Steve Guertin who oversaw Landon's care and made daily medical decisions for his case.

The press conference will also announce the details of the 2010 Sparrow Giveathon, a new approach to the annual radiothon and telethon pledge drives that support the Sparrow Children's Center.

"Miracle stories like Landon's are what inspire us at Sparrow to do what we do. It is only through the community's support that we are able to continue our work in the business of miracles," said Joy Wiseman, director of development for the Sparrow Children's Center. "To ensure that miracles like Landon's can keep happening, we rely on events like the Giveathon to continue our fundraising."

The 2010 Giveathon will run June 3 through 5, and include live radio and television pledge drives broadcasting on 92.1 WQTX and WILX TV 10 from the third floor atrium at the Sparrow Professional Building. Supporters can also donate online at www.TinyURL.com/Giveathon and follow the Giveathon on Twitter by tracking #Giveathon.

The 2010 Sparrow Children's Center Giveathon is presented by the Sparrow Foundation, 92.1 FM QWXTX and WILX TV 10. One hundred percent of the money raised from the Giveathon stays locally at Sparrow Children's Center. To learn more about the Giveathon and ways you can give, please visit www.sparrowfoundation.org.

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