

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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MEDIA ADVISORY

“Bowling for Gavin” for Baby Gavin Winslow

Greenfield, WI – A fun, family-friendly event and great way to get friends together will be held to raise funds in honor of Gavin Winslow, who is in need of multiple kidney transplants.

“Bowling for Gavin” will take place on Sunday, January 28, 2007 from 1:00 p.m. to 5:00 p.m. at Classic Lanes Bowling Alley at 5404 W. Layton Avenue, Greenfield, WI. Cost to participate is \$10 for adults and \$5 for children under ten, which includes three games of bowling and shoe rental. Tickets may be purchased at the check-in table at the door on the day of the event. Bumper bowling will also be available for the children, and silent auction items will be on display for bid from a variety of vendors. Pizza and beverages will also be available to purchase.

Gavin Winslow is the focus of this fundraising event because transplants are expensive! Furthermore, hospitals require that a patient be able to show proof of payment **BEFORE** they can be placed on a waiting list.

Like most other transplant patients, Gavin has private insurance to cover some of his medical expenses, but many patients reach their lifetime maximum benefits when they are still very young. Why? Because typical insurance plans pay only 80% of the “normal and customary” expenses incurred for a procedure. That means that if a transplant costs \$300,000, the patient will likely be responsible for a \$60,000 deductible **PLUS** other related expenses such as temporary housing while the patient is hospitalized, transportation for pre- and post-transplant care, medications, etc. The lifetime total can easily exceed \$1,000,000.

When you have a sick child, your insurance coverage is the last thing you need to worry about. In order to help Gavin’s family with costs not covered by insurance, family and friends have joined with the Children’s Organ Transplant Association to raise \$100,000.

The Children’s Organ Transplant Association (COTA) is a national, nonprofit 501(c)3 charity dedicated to helping families raise funds for transplant-related expenses. Over the past 20 years, COTA has helped more than 1,000 families in 49 states, in all regions of

the United States, raise millions of dollars for their transplant-related expenses. Your contribution, therefore, is 100% tax deductible.

Those interested in participating in this event are asked to pre-register by completing a registration form found at www.savebabygavin.com/2006/12/17bowlin-for-gavin-bowl-a-thon-registration-form/ by January 15, 2007.

Many thanks to Classic Lanes owner Gina Daroszewski for her generosity, Jill Albrecht for her assistance in obtaining the venue for this event, and Samantha Christiansen for helping with the silent auction items.

For more information on this event, or any other fundraising and volunteer opportunities, contact Kristin Carpenter at (262) 781-0494 or email kristin@savebabygavin.com.

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