



## **4th Qtr. 2019 - CHILDREN'S NON-BROADCAST EFFORTS**

### **KMTW –**

KMTW co-sponsored the “Polar Xpress” Child literacy fundraiser for Child Start. 200 adults and children attended the ‘breakfast-for-dinner’ event. An auction raised nearly \$24,000 for the Head Start Kid Scholarships and Child Start program. The evening was hosted by FOX Kansas News at Nine Anchor, Jasmine Haynes.

In addition, one-hundred sixty books were collected for the Children!

KMTW co-sponsored “Boo at the Zoo” the weekend before Halloween. Over eight-thousand families attended for a fun & safe Halloween experience featuring our “Scary-O-Kee” song stage. Profits from the event go to the Sedgwick County Zoo’s animal winter food fund.

KMTW co-sponsored the Arc’s Lights event. Nearly 16,000 cars drive thru holiday events with donations helping persons and children with developmental disabilities. Over \$127,000 was raised for The Arc of Sedgwick County.