



Adrian Wilson Helps Phoenix Children's Hospital Kick-Off Its Biggest Campaign
Surprises Audience with a Personal Donation of \$100,000

Arizona Cardinals strong safety, Adrian Wilson helped Phoenix Children's (PCH) surprise Walmart & Sam's Club at a pep rally March 29th at University of Phoenix Stadium. The event was held to both celebrate PCH's first million dollar campaign turned in by Walmart & Sam's Club employees in 2011; as well as kick-off this year's fundraising campaign that starts in all stores May 1st.

Almost a thousand Walmart and Sam's Club employees attended this private celebration that included patient family speakers, awards, special guests and surprises. Walmart Regional Vice President, Scott Doepke was the MC of the event.

Featured guest Adrian Wilson spoke with the audience about setting and achieving goals and congratulated them on winning the "Super Bowl of Fundraising". Wilson has his own inspiration for helping Phoenix Children – a 4 year-old patient, Jack who he introduced to the audience with his Mom, Laurie. He got to know Jack during his battle with cancer. Wilson also surprised everyone with a \$100,000 personal donation to PCH, which drew a huge round of applause. He was also on-hand to give out awards and take photos with top performers and patient families.

"I'm excited to work with Phoenix Children's Hospital. It's a great opportunity for me but also a great opportunity for the whole valley," Wilson said. "With PCH being one of the largest Children's Hospitals in the country, I want to bring awareness to help raise funds for a hospital that has treated so many kids like Jack."

As part of Wilson's partnership, he has also announced a mobile giving program. Cell phone owners can use their mobile phones to make \$5 donations to Phoenix Children's Hospital by texting HAND to 50555.

For more information about how you can support Phoenix Children's Hospital, visit www.phoenixchildrens.com/ways-of-giving.