

Record \$535,000 raised on Kids Day

Kids Day sales were brisk Tuesday morning at "celebrity corner," Blackstone and Shaw avenues in Fresno. THEFRESNOBEE

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Kids Day last week set a record with \$535,000 raised, Molly Marquez of Valley Children's Hospital announced Tuesday.

Kids Day, in its 28th year, is a key fundraiser for the hospital, which specializes in treating children with serious and life-threatening illnesses. The event is co-sponsored by The Bee and ABC30.

"We are just about done counting the Kids Day donations, and have officially reached our goal and set a new record! \$535,000!" said Marquez, who directs major events for Valley Children's. "Thank you for playing such a vital role in Kids Day's success. We couldn't do it without you!"

The previous record of \$514,152 was set last year.

The goal during last week's fundraiser was \$530,000. Marquez indicated some late donations remain to be counted, so the final total will go higher. More than \$7 million has been raised over the 28 years of the annual event.

Hundreds of Kids Day volunteers — including politicians, athletes and young people "paying it forward" — lined streets around the central San Joaquin Valley to sell special \$1 editions of The Bee on March 3 as donations for the hospital. A who's who of Fresno — including Mayor Ashley Swearingin, Police Chief Jerry Dyer, Fresno County Sheriff Margaret Mims and Fresno State coaches Tim DeRuyter and Rodney Terry — were among those "hawking" the papers at "celebrity corner," Blackstone and Shaw avenues in Fresno.

More online: Go to www.fresnobee.com/kidsday to see videos and read more about the work done at Valley Children's Hospital

