

SARASOTA MEMORIAL
HEALTHCARE FOUNDATION
NEWS RELEASE

FOR IMMEDIATE RELEASE
DATE: OCTOBER 19, 2005

CONTACT: KAYE CHASE
ALEX QUARLES, CFRE
(941) 917-1286

**Three Organizations Assist First Sound Program
for Newborns at Sarasota Memorial Health Care System**

St. Petersburg's All Children's Hospital Foundation, Sertoma Club of Greater Sarasota and Sarasota Memorial Healthcare Foundation came together to fund equipment for the newborn hearing screening program at Sarasota Memorial Health Care System (SMHCS).

Grants of \$9,000 from Sertoma Club, \$4,500 from All Children's Hospital Foundation and \$4,500 from the Healthcare Foundation have enabled the purchase of a second Automated Auditory Brainstem Response Machine for the First Sound Program at SMHCS.

The First Sound Program began at SMHCS in 1999 with a two-year \$50,000 pledge from Sertoma Club. "Sertoma Club of Greater Sarasota started the First Sound Program back in the 90s and is very enthusiastic about partnering with All Children's Hospital Foundation and the Healthcare Foundation to purchase additional equipment to further the incredible work that is being done at Sarasota Memorial," stated Dick Cooley, Sertoma Grants Committee chairman.

"We at All Children's Hospital are honored to partner with Sarasota Memorial Healthcare Foundation and the Sertoma Club of Greater Sarasota in this important endeavor. All three of us share one parallel mission ... helping the children of the Sarasota community. The Auditory Brainstem Response Machine assures that help to those who are our youngest community members," said Joel Momberg, executive vice president of All Children's Hospital Foundation.

Alexandra Quarles, CFRE, president and CEO of Sarasota Memorial Healthcare Foundation, Inc. stated, "Collaboration and partnerships can only enhance the services our patients receive without duplication."

Without early screening, hearing problems typically are not detected until a child is anywhere from 18 months to three years of age. By then, affected children have suffered devastating setbacks in language-learning and speech development, putting them at risk for poor social development and permanent learning handicaps.

-30-

1838 WALDEMERE STREET ? SARASOTA, FL 34239-2919
TELEPHONE (941) 917-1286 ? FACSIMILE (941) 917-2270
SMHF.ORG