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VIKINGS ADOPT A ROOM AT UNIVERSITY OF MINNESOTA AMPLATZ CHILDREN'S HOSPITAL

Team's gift of \$200,000 will coincide with additional \$240,000 to the University of Minnesota Department of Pediatrics for research to treat and cure childhood disease

Eden Prairie, MN (November 16, 2011)—Head Coach **Leslie Frazier** and the Minnesota Vikings announced a gift of \$200,000 for the ***Minnesota Vikings Adopt A Room*** at University of Minnesota Amplatz Children's Hospital. The endowed gift from the Vikings will furnish a patient's room with today's groundbreaking technology and comfortable amenities while securing a place for future pioneering medical advancements.

Coach Frazier, along with Vikings players and coaches, will visit patients in the hospital (2450 Riverside Avenue, Minneapolis, MN 55454) and unveil the room this Friday, November 18, from 3:00-4:00 p.m. Media should meet staff at 2:45 p.m. in the hospital lobby to be escorted to the event. Contact Jennifer Amundson, University of Minnesota Amplatz Children's Hospital Media Relations, at 612-672-4165 for parking and directions.

"Watching a child battle a serious illness is one of the most difficult challenges a family can face," said **Coach Frazier**. "The Adopt A Room program allows for a better experience for the patients and their families during those challenging times. Adopting a room is a great way for the Vikings organization to support Minnesota families and show our continued commitment to children's health."

"We can truly transform the experience for hospitalized children by providing a healing environment that works to meet a family's social and emotional needs as well as the complex health conditions of the child," said **Joseph P. Neglia, M.D., M.P.H.**, physician-in-chief, University of Minnesota Amplatz Children's Hospital and chair of the Department of Pediatrics, University of Minnesota. "We are so grateful for gifts like this from the Minnesota Vikings which help to remind our community that we can all make a direct impact on the lives of children and their families."

The Vikings will also donate \$240,000 from the Vikings Children's Fund (VCF) to the University of Minnesota Department of Pediatrics for promising research to treat and cure childhood disease. This critical funding allows researchers the opportunity to secure data and leverage national research awards. \$80,000 will be directed to support the Vikings Fitness Playbook as part of a three-year commitment to directly tackle childhood obesity. The Vikings and the VCF have now donated nearly \$800,000 to charitable organizations in 2011.

About Adopt A Room at University of Minnesota Amplatz Children's Hospital

The Adopt A Room program addresses the distinct needs of the hospital's pediatric patients, their families and caregivers. The project, sparked by two fathers who lost daughters to childhood illness, embodies a passion to bring comfort and technology to patients and families who stay in the hospital for weeks, sometimes months. These child-centered, private rooms offer patients more control of their environment, which helps to improve outcomes and accelerate healing. They provide ample space and features that allow families to cook, eat and play together and to



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manage work and home demands during a child's extended hospitalization. In addition, the rooms have smart in-room technology that gives young patients command over many aspects of their room, including the lighting, TVs and video-conferencing – keeping them connected to school, friends and family.

About Vikings Children's Fund

The Vikings Children's Fund (VCF) has supported hundreds of child-related organizations across Vikings country since the fund's inception in 1978. In that time, the VCF has raised and donated nearly \$10 million to children and family-related causes, including over \$5 million that has gone toward supporting the University of Minnesota Department of Pediatrics breakthrough research of childhood diseases. In 2010, the VCF provided more than 80 grants to non-profit organizations.