



FOR IMMEDIATE RELEASE

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Phi Mu to Celebrate 35 Years of Making Miracles and Changing the Future of Children's Health

PEACHTREE CITY, GA — Phi Mu Fraternity is proud to celebrate 35 years of making miracles and changing children's health through our support of [Children's Miracle Network Hospitals®](#) (CMN Hospitals)! Since this partnership began in 1986, collegiate and alumnae Phi Mu members have raised over \$19 million for their local children's hospitals through philanthropy events, alumnae initiatives and participation in [Miracle Network Dance Marathon](#), a program benefitting CMN Hospitals.

A few milestones of this partnership include:

- **1986:** Phi Mu raised \$53,539.55 in our first year as a CMN Hospitals (then "Children's Miracle Telethon") corporate partner.
- **1989:** Phi Mu reached our initial goal of raising over \$100,000 to appear on the 1989 CMN Hospitals Telethon event.
- **2011:** Phi Mu's cumulative fundraising for CMN Hospitals reached \$10 million.
- **2014:** The first time Phi Mu raised over \$1 million for CMN Hospitals in a single year.
- **2017:** The first time Phi Mu raised over \$2 million for CMN Hospitals in a single year.
- **2018:** Phi Mu announced a 5-year commitment to raise additional \$10 million for Children's Miracle Network Hospitals and piloted Miracle Market for the first time!
- **2020:** The Alpha Alpha Chapter of Phi Mu, at the University of Georgia, raised over \$208,000 for Children's Healthcare of Atlanta through UGA Miracle and set a record for total funds raised by a collegiate chapter.

To celebrate this 35-year milestone, CMN Hospitals and Phi Mu will host a FREE virtual concert with rising country artist Payton Smith on Thursday, July 15 at 7 p.m. CT. The singer songwriter will share his personal connection with CMN Hospitals and perform his hit songs

that have already amassed some 30 million streams. In addition to headlining the virtual celebration for Phi Mu, Payton will release new music on Friday, July 16, including songs that he'll debut during the concert. This exclusive event will be streamed live on Payton Smith's social platforms, @thepaytonsmith.

Additional celebrations are planned throughout the year to celebrate this 35th anniversary. In August, Phi Mu will release the digital-only summer 2021 issue of *The Aglaia* magazine, which will include member stories and historical information that highlight our ongoing commitment to CMN Hospitals. We will also unveil our fundraising incentive program that will allow members to earn unique rewards commemorating this milestone year.

Founded in 1852, Phi Mu is a women's organization which provides personal and academic development, service to others, commitment to excellence and lifelong friendship through a shared tradition. Phi Mu promotes vibrant living, encouraging members to achieve their personal best.

CMN Hospitals raises funds for 170 children's hospitals that support the health of 10 million kids each year across the U.S. and Canada. Donations go to local hospitals to fund critical life-saving treatments and healthcare services, along with innovative research, vital pediatric medical equipment, child life services that put kids' and families' minds at ease during difficult hospital stays and financial assistance for families who could not otherwise afford these health services. Partners like Phi Mu make a significant impact in the care provided in communities across the United States and Canada, ultimately helping to change kids' health and change the future.

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