

FOR IMMEDIATE RELEASE

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For more information, contact:

Ashley M. Dusenbury, APR
Assistant Vice President, Public Relations
Prisma Health Midlands Foundation
803-434-2738; 803-730-4969 (cell)
Ashley.Dusenbury@PrismaHealth.org

Chris Pricenor Returns To Chair the 30th Festival of Trees, Benefiting Prisma Health Children's Hospital—Midlands

Chris Pricenor has returned for a fourth year as chair of Festival of Trees, the signature fundraising event for Prisma Health Children's Hospital—Midlands. The 30th Festival of Trees, led by Prisma Health Midlands Foundation, will return to the South Carolina State Museum Nov. 22-24. As chair, Pricenor will lead a committee of community volunteers and collaborate with the Prisma Health Midlands Foundation team.

Pricenor has volunteered with Prisma Health Midlands Foundation and Children's Hospital since 1997 when he was a junior at the University of South Carolina. That's when he helped start the University of South Carolina Dance Marathon (USCDM). Being part of USCDM in college launched a lifetime of support for Prisma Health Children's Hospital—Midlands.

"USCDM helped me understand the importance of giving back to my community and our Children's Hospital," said Pricenor. "A few years ago, it was a natural fit for me to get involved with Festival of Trees, and now I can do so with my own family and children in mind. It's such a great cause."

Last year, Pricenor led Festival of Trees and helped raise more than \$254,000, including in-kind donations, for children and families treated at Prisma Health Children's Hospital—Midlands.

"We are so excited for Chris to lead our event committee again this year," said Jamie Downtin, Festival of Trees director at Prisma Health Midlands Foundation. "His commitment to this event and to our Children's Hospital is unrivaled. I can't wait to be part of the great things our committee accomplishes this year with Chris leading the charge."

Festival of Trees, a kick-off to the holiday season in the Midlands, features a silent auction of decorated trees, wreaths, menorahs and gifts. To learn more about how to support Prisma Health Children's Hospital—Midlands through the 30th Festival of Trees, visit FestivalofTreesColumbia.org.

About Prisma Health Children's Hospital—Midlands

Prisma Health Children's Hospital—Midlands is South Carolina's first children's hospital and has more than 150,000 children's visits each year. It offers more than 30 subspecialties to meet the unique health care needs of children and has central South Carolina's only Children's Emergency Center. With more than 350 professionals who work exclusively with children, Prisma Health Children's Hospital—Midlands has a team of highly skilled and trained experts unmatched by any hospital in the Midlands. Prisma Health Children's Hospital—Midlands is the place to go for children's medical care, because the best care matters. Visit PalmettoHealthChildrens.org for more information.

About Prisma Health Midlands Foundation

Prisma Health Midlands Foundation, a 501 (c)(3) non-profit organization, engages community partners to enhance health care for patients and families served by Prisma Health—Midlands. For more information, visit PrismaHealthMidlandsFoundation.org.