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OISHEI CHILDREN'S HOSPITAL LAUNCHES LULLABY CONTEST
New Hospital Taps Western New Yorkers to Continue Longtime Tradition

BUFFALO, NY – Women & Children's Hospital of Buffalo today launched the Oishei Children's Hospital Lullaby Contest. In keeping with Women & Children's Hospital of Buffalo's time-tested tradition of playing the Brahms' Lullaby to celebrate the birth of every baby born within hospital walls, Oishei Children's Hospital is launching a four-week search for a Western New Yorker's take on the iconic melody. Musicians of all ages are invited to record and submit their rendition of Brahms' Lullaby in hopes of having their song chosen to welcome babies into the world at the new Oishei Children's Hospital opening this November.

"Our goal is to engage the Western New York community in a unique and impactful way to continue the tradition of using music to enhance the healthcare experience for our patients at Oishei Children's Hospital and encourage the physical and emotional well-being of newborns and their families," said Allegra Jaros, President of Women & Children's Hospital of Buffalo.

A panel of distinguished Buffalonians, including founding member of The Goo Goo Dolls' Robby Takac, Buffalo Music Hall of Fame inductee and longtime backup singer for Ray Charles, Janice Mitchell, Colored Musicians Club president George Scott, *The Buffalo News'* music critic Jeff Miers and Pierre Williot, MD, Pediatric Urologist at Women & Children's Hospital of Buffalo and 2014 BPO "Doctors of the World" representative, amongst others, will review all submissions and select three finalists.

Local Western New York-based musicians/ musical groups of all ages are encouraged to participate by uploading their audio or video recording of Brahms' Lullaby to www.ChildrensHospitalLullaby.com by 11:59PM EST on September 15, 2017. When submitting, please be mindful that the melody is intended to pacify and comfort newborn infants and their families.

The panel of judges will determine the top three finalists to perform their version of Brahms' Lullaby in front of a live audience in late September.

The grand prize winner, whose audio recording will be featured in the new Oishei Children's Hospital, will receive a cash prize of \$1,500. The second-place finalist will receive two 2017-2018 season tickets to Shea's Performing Arts Center, and the third-place finalist will have a



choice between two season passes to Darien Lake or two Buffalo Philharmonic Orchestra 'Classics Power Pack' tickets.

For more information, including contest rules, please visit www.ChildrensHospitalLullaby.com

About the John R. Oishei Children's Hospital

The Oishei Children's Hospital will replace the current Women & Children's Hospital of Buffalo, which is located on Bryant Street. The historic project will right-size and consolidate services in a 12-floor, 185-bed, free-standing, modern facility on the Buffalo Niagara Medical Campus. It will be an integral part of the campus, linking with Buffalo General Medical Center, the Gates Vascular Institute, Roswell Park Cancer Institute, the new University at Buffalo Medical School and more. Not only will the Oishei Children's Hospital be the link for the Buffalo Niagara Medical Campus, but the hospital today – and in the future – will be the only link for comprehensive pediatric health care for Western New York. The Oishei Children's Hospital ensures pediatric and maternal services remain available for patients in the Western New York region. The vision for the new hospital is to be recognized as the innovator, the highest quality, highest value provider and partner, and the regional referral center for women and children's health care for Kaleida Health, Western New York and beyond. It is the only access point for pediatric critical care, Level III neonatal intensive care, and Level 1 Pediatric Trauma Centers in and for Western New York. The sickest babies and children come to the hospital for care, either directly or through transfers from other hospitals. Without the resources available at Women & Children's Hospital of Buffalo, these young patients would have to travel out of area for care.

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