FOR IMMEDIATE RELEASE
February 27, 2020

KU School of Medicine-Wichita Pediatrics kicks off B.E.A.R.S. 4Kids program

WICHITA, KANSAS – Do you want to meet Guthrie, the inaugural bear who is helping to kick off the B.E.A.R.S. 4Kids program developed by the KU School of Medicine-Wichita Department of Pediatrics? You can — from 5:30 to 7 p.m. Friday, March 6, at The Hudson, 508 S. Commerce Street.

Bears Enabling Advances in Research and Support for Kids encourages people to partner with KU Wichita Pediatrics by sponsoring a teddy bear to comfort a sick child. At the same time, it can support research in various areas, including continuing to help more Kansas babies make it to their first birthday, increasing the ability of our state to treat kids with mental health problems and making health care for children safer and more effective.

Guthrie is named after Drs. Richard and Diana Guthrie. Richard Guthrie was the first chair of the KU Wichita Pediatric Department in 1973. Also, he is known worldwide for groundbreaking pediatric diabetes research.

A brief program will begin at 6:30 p.m. with speakers Brian Pate, M.D., chair of the KU Wichita Pediatric Department, Richard Guthrie and representatives of the pediatric research areas. There will be a special video message from KU director of athletics Jeff Long. The event will culminate with an auction of baskets including memorabilia and autographed bears by Richard Guthrie, KU basketball coach Bill Self, KU football coach Les Miles and Kansas City Chiefs player Blake Bell. Auctioneer will be JJ from KFDI.

Reservations are due by Wednesday, March 4.

For a $35 donation at kuendowment.org/ku-bears4kids, a bear will be matched with a child receiving treatment and all proceeds will benefit pediatric research and innovation at KU School of Medicine-Wichita.

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The University of Kansas School of Medicine-Wichita educates tomorrow’s physicians and health care leaders through community partnership to improve the health of Kansans. We doctor Kansas and beyond.