##### June 20, 2018

**For More Information:**

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**Video:** *Wisconsin Life “Jaxon’s Wish”* – <https://video.wpt.org/video/jaxons-wish-t7zwnb/>
**About the RTDNA National Edward R. Murrow Awards:** <https://rtdna.org/content/2018_national_edward_r_murrow_award_winners>

Wisconsin Public Television *Wisconsin Life* Story Wins 2018 National Murrow Award

Wisconsin Public Television (WPT) announces that its *Wisconsin Life* story *Jaxon's Wish* has been honored with a 2018 Radio Television Digital News Association (RTDNA) National Edward R. Murrow Award. The RTDNA Edward R. Murrow Awards are among the most prestigious in broadcast and digital news.

***Jaxon's Wish*** shares how Make-A-Wish Wisconsin and the Milwaukee Brewers teamed up to make young Brewers fan Jaxon Louis’ wish come true by creating a Miller Park replica in Ithaca, Wisconsin: Jaxon's Brew Crew Park.Louis was seven years old when he was diagnosed with medulloblastoma, a type of brain cancer. Today, Louis is cancer-free and gives back to his community by hosting weekend whiffle ball tournaments that raise money for Greater Richland Area Cancer Elimination (GRACE), a charity that funds cancer research and education while providing support for local cancer patients.

***Jaxon's Wish*** was honored with the “Sports Reporting” award in the 2018 RTDNA National Murrow Award’s “Small Market Television” category. According to RTDNA, “From more than 4,400 entries, these awards recognize 89 local and network radio, television and digital news organizations for 118 examples of outstanding journalism in 16 categories.”

“We are thrilled to see this particular story receive such prestigious recognition,” says ***Wisconsin Life*** Executive Producer Christine Sloan-Miller. “It is a story that really stood out and deeply touched our hearts. Our producers Trevor Keller and Ryan Ward were honored to have the Louis family allow us to share their journey and experience with Make-A-Wish Wisconsin. Having the opportunity to create and share stories like this is what makes our work so rewarding.”

RTDNA has been honoring outstanding achievements in electronic journalism with the Edward R. Murrow Awards since 1971. The Murrow Awards are the embodiment of the values, principles and standards set forth by Edward R. Murrow, a journalism pioneer who set the standards for the highest quality of broadcast journalism. Murrow Award winning stories put public interest above all else, provide a catalyst for public discussion, and adhere to the RTDNA Code of Ethics.

The national awards will be presented October 22, 2018, at the RTDNA Edward R. Murrow Awards Gala at Gotham Hall in New York City.

 ***Wisconsin Life*** celebrates what makes Wisconsin unique through the diverse stories of its people. ***Wisconsin Life*** is a co-production of Wisconsin Public Radio and Wisconsin Public Television.

WPT is a service of the Educational Communications Board and the University of Wisconsin–Extension.

Wisconsin Public Television is a place to grow through learning on WHA-TV, Madison; WPNE-TV, Green Bay; WHRM-TV, Wausau; WLEF-TV, Park Falls; WHLA-TV, La Crosse; and

WHWC-TV, Menomonie-Eau Claire.

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