A Message From Your Public Relations Chairman

Dear Fellow Nobles,

If you look into the history of our fraternity, you will find names of many great men who were members. For example, many presidents of the United States, heads of other countries, athletes, astronauts and inventors were Shriners. These men joined because of the reputation of this amazing organization. Later, men joined because of our philanthropy, Shriners Hospitals for Children®, which was seen as a noble cause. Our rich heritage of members is like looking at a who’s who of yesterday. These men promoted, inspired, and welcomed new members, and helped each one find a home in our organization. I’m sure those nobles knew they belonged to something great and valuable that would add meaning to their lives. Our numbers flourished as the Shriners fraternity became the one men wanted to join.

Forty or 50 years from now, how will our members look back on the heritage this and recent generations left behind? I believe we will be looked upon as the generations that took children’s health care to a new level, and be remembered for our dedication to our philanthropy. On the fraternal side, we have some work to do if we want to leave our beloved fraternity as strong as it was when entrusted to us. I have no doubt we can leave both a premier organization for men to join, be part of and enjoy, along with a strong health care system, which is a source of pride for each of us. We will, however, need to work as a team to increase our numbers. Let’s support each other, our Shrine Centers and Shriners International on this mission of increasing our membership.

Supporting each other means participating. Our most important event of the year is coming up fast. We are looking forward to seeing each of you in Daytona Beach, Florida for the 2017 Imperial Session. Visit the website, Imperial2017.com, for transportation needs, hotel and restaurant information, and, of course, all of the activities that will be taking place at the “World’s Most Famous Beach.”

Yours in the faith,

Gary J. Bergenske
Imperial Chief Rabban
Public Relations Chairman

Did you know

- In 1888, the 14th Imperial Session was held in Toronto, Ontario, Canada – the first one to be held outside of the United States.
- The first Walk for LOVE™ was held in 2014 at the Imperial Session in Minneapolis, Minnesota.
- At Imperial Session, members meet to discuss and vote on business matters of Shriners International and Shriners Hospitals for Children.
- In 1917, due to the United States’ recent entry into the first World War, the 43rd Imperial Session in Minneapolis was dedicated solely to business. Many temple units that had raised funds for their trip turned them over to various war relief societies.
- The largest Shriners parade of the year occurs during Imperial Session.
Match Madness

Earlier this month, the fourth annual Hoops for LOVE™ challenge was launched. Hoops for LOVE is our basketball-themed fundraising campaign, and this year, the challenge is even bigger – we are asking our donors to help us meet a matching gift challenge of $20,000.

That’s right, every Hoops for LOVE gift will be matched, up to $20,000 – making this Match Madness. This fun and timely platform can be used in your communities to rally supporters, and raise funds for your hospital.

How it Works:

• Supporters visit [HoopsforLOVE.org](http://HoopsforLOVE.org) to make a donation to their hospital.

• On April 6, we will wrap up the campaign with a big THANK YOU to our supporters.

How you can Help:

1) Host a Hoops for LOVE Fundraising Event.
• Ask local businesses to hold Hoops for LOVE fundraising events during the big college basketball tournament.

• Organize a tournament viewing party at your temple to benefit Shriners Hospitals for Children.

• Encourage your fellow nobles to host basketball-themed fundraising events, such as a shootout at a local school or community center.

2) Spread the Word.
• Tell your fellow nobles and anyone else who is interested in helping Shriners Hospitals for Children about this special matching gift challenge.

3) Raise Funds.
• Encourage friends and colleagues to join you and give to their favorite hospital at [HoopsforLOVE.org](http://HoopsforLOVE.org).

*Please note that for the gift to be counted in the match challenge, it must be made through [HoopsforLOVE.org](http://HoopsforLOVE.org).

Introducing Sebastian the Superbuddy

We would like to thank everyone for their continued support of our partnership with Scentsy®. Since the launch of the Love Heals warmer, $300,000 has been raised to support Shriners Hospitals for Children, and it doesn’t stop there.

On March 1, Scentsy launched Sebastian the Superbuddy, to help reach their cumulative fundraising goal of raising $500,000 for Shriners Hospitals for Children. Sebastian is a soft and fluffy stuffed animal that is always ready to lend a hand and send his Love to the rescue® to kids everywhere. From every Sebastian the Superbuddy sold, $8 will benefit Shriners Hospitals for Children.

How you can Help:

• [Click here](http://Click here) to download a flyer about Sebastian the Superbuddy, and share with friends and family.

• Post a photo of Sebastian the Superbuddy on social media using #BeASuperbuddy.

• Purchase Sebastian the Superbuddy as a gift for friends and family. Find a Scentsy consultant and learn more at [scentsy.com/beasuperbuddy](http://scentsy.com/beasuperbuddy).

If you have any questions, please contact Drew DeLuna at adeluna@shrinenet.org.
Shriners Hospitals for Children Featured on the *HARRY* Show

On March 20, Jackie Macri, a music therapist at Shriners Hospitals for Children — Philadelphia, appeared in a segment on *HARRY*, a nationally televised talk show hosted by Harry Connick Jr. In the episode, Macri highlighted the hospital’s music therapy program, and explained how it is helping patients recover, both physically and emotionally.

Music therapy is a great example of how the care provided by Shriners Hospitals for Children goes beyond caring for the patients’ medical conditions. Programs like this one help build a patient’s confidence, and allow each child to begin to believe in their dreams.

To watch Macri’s segment from the episode, please visit [https://www.youtube.com/watch?v=wtAP2GPJ_3k&feature=youtu.be](https://www.youtube.com/watch?v=wtAP2GPJ_3k&feature=youtu.be)

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The 2017 Imperial Session in Daytona Beach

The 143rd Imperial Session of Shriners International will take place Sunday, July 9, through Thursday, July 13, in sunny Daytona Beach, Florida.

**Representatives Evening Concert**

The Imperial Representatives Evening Concert will take place in the Ocean Center Arena on Wednesday, July 12.

The concert kicks off at 7 p.m. Tickets are available at the Ocean Center box office until the day of the event, and are $25 each for general admission. You can also pre-order your tickets online by visiting [imperial2017.com/events/concert](http://imperial2017.com/events/concert).

**The Ultimate Tribute**

If you want to experience the best Beatles tribute ever, you will not want to miss The Fab Four: The Ultimate Tribute, the Imperial Representatives Evening Concert’s featured entertainment.

The Emmy Award-winning Fab Four is considered one of the best Beatles tribute groups, due to their precise attention to detail. With uncanny, note-for-note live renditions of Beatles’ classics, such as *Can’t Buy Me Love*, *Yesterday*, *A Day In The Life*, *Twist And Shout*, *Here Comes The Sun*, and *Hey Jude*, the Fab Four will make you think you are watching the real thing.

The band’s incredible stage performances include three costume changes, representing every era of the Beatles’ ever-changing career. This loving tribute to the Beatles has amazed audiences in countries around the world, including Japan, Australia, France, Hong Kong, the United Kingdom, Germany, Mexico and Brazil.

The Fab Four is truly the ultimate tribute. To learn more about the group, please visit [thefabfour.com](http://thefabfour.com).

**We Look Forward to Seeing You There**

Shriners International invites all nobles, ladies and their families to join us for the 143rd Imperial Session in Daytona Beach.

For more information about our fraternity’s largest and most exciting event of the year, please visit [imperial2017.com](http://imperial2017.com).
The 2017 Shriners Hospitals for Children College Classic

On March 3-5, the 2017 Shriners Hospitals for Children College Classic returned to Minute Maid Park, the home of the Astros, in Houston, Texas. This event was a collaborative effort between Shriners Hospitals for Children and the Astros Foundation.

The College Classic is regarded as one of the top collegiate baseball tournaments in the nation, and continues to draw fans, top-ranked programs and scouts from every major league organization each year.

The three-day tournament featured the University of Mississippi, Baylor University, Texas Tech University, Texas A&M University, Texas Christian University and Louisiana State University. The tournament was televised by the FOX Sports family of networks, and streamed live on FOX Sports GO.

At the conclusion of the 2017 Shriners Hospitals for Children College Classic, TCU was named Tournament Champion, with a perfect 3-0 record on the weekend.

The attendance total of 53,565 broke the 17-year record as the most attended Shriners Hospitals for Children College Classic ever. Shriners Hospitals for Children will receive a $46,334 donation from the Astros Foundation, equivalent to the number of tickets/weekend passes sold.

A First Pitch Luncheon was held on March 2 at Minute Maid Park, and featured participating head coaches and our patient ambassador, Alec Cabacungan, who also served as in-stadium reporter. Additionally, the Baylor and LSU teams visited Shriners Hospitals for Children — Houston.

We are grateful to the six participating teams and all those who came out to Minute Maid Park for the 2017 Shriners Hospitals for Children College Classic, along with those who tuned in to watch this incredible event at home. We would also like to thank our amazing volunteers, who were a key part of the event’s success.