



A FRATERNAL NEWSLETTER



November 2017

A Message From Your Public Relations Chairman

Dear Fellow Nobles,

I hope everyone here in the U.S. had a wonderful, meaningful Thanksgiving holiday. We have much to be thankful for – every day – from our families to being part of the Shriners organizations, and having the opportunity to improve the lives of children and families around the globe.

With the holidays and other activities, fall is always a busy time for families, and it’s certainly no different for our Shriners family. The Shriners Hospitals for Children Open in Las Vegas concluded just a few weeks ago. We want to congratulate the winner, Patrick Cantlay, and thank our staff and the many volunteers for presenting such a successful event. We also want to thank all of the patient ambassadors for serving as standard bearers, and for being such outstanding representatives for Shriners Hospitals for Children®.

Once again, we start the New Year with a parade. Our organization will be represented in the Rose Parade in Pasadena, California, on New Year’s Day. The parade will be telecast live on several networks in the U.S., as well as in Armenia, the Caribbean, Latin America and on American Forces Network. It will also be shown at other times in other countries. This will be our sixth appearance in the legendary parade, which is an amazing opportunity to potentially introduce Shriners Hospitals to millions of spectators and viewers. Our float, *Caring for Kids Around the World*, exemplifies our mission to help children, wherever they may live.

And then, later in January, we gather in St. Petersburg, Florida, for the 93rd East-West Shrine Game®, which has become as much a tradition for college football as it is for our Shriners organizations. Your support by attending, watching live, or volunteering has kept this tradition strong and benefited our hospitals for more than 90 years. We look forward to seeing as many nobles and their families as possible at Tropicana Field on Jan. 20. This event is a perfect time for Shriners to gather together for our special brand of fun, as well as a perfect opportunity to make new friends and share our pride in being part of Shriners International with them, and invite them to learn more. If you can’t be here in person, you

can still participate – encourage your temple to host a watch party, and invite your friends and neighbors to join you in watching the game on NFL Network.

Even though we haven’t even met Old Man Winter yet, it’s not too early to be planning for spring. The Shriners Hospitals for Children College Classic, a premier college baseball tournament is scheduled for March 2-4 at Minute Maid Park in Houston. The three-day, six-team, nine-game event will feature the University of Houston, Sam Houston State, Louisiana-Lafayette, University of Kentucky, Mississippi State and Vanderbilt. The tournament benefits our philanthropy, so please mark your calendars for three days of great baseball.

All of these events play an important role in supporting Shriners Hospitals and in raising awareness of both our philanthropy and fraternity. People around the world love both the Rose Parade and sports events of all kinds – the media coverage and other opportunities provided by these events are invaluable. We appreciate your support and encourage you to attend if possible, or to watch them on television.

As we get ready to turn the calendar to the last page for 2017, we wish you Happy Holidays, and hope you have a wonderful, memorable time with your family and friends, and an exceptional New Year.

Thank you for all you do for Shriners International and Shriners Hospitals for Children. We appreciate your efforts, dedication and commitment.



Yours in the faith,

*Jim L. Cain Sr.
Imperial Chief Rabban
Public Relations Chairman*

NFL Hosts PLAY 60 All-Ability Event at Shriners Hospitals for Children — Mexico



To help ensure all kids have an equal opportunity to be active, the NFL teamed up with Shriners Hospitals for Children — Mexico to host a PLAY 60 All-Ability event on Friday, Nov. 17, before the Patriots-Raiders game at Azteca Stadium in Mexico City the following Sunday.

The event was held onsite at the hospital with local patients, New England Patriots legends Kevin Faulk and Steve Grogan, Oakland Raiders legends Fred Biletnikoff and Willie Brown, NFL cheerleaders and mascots. All participated in football-themed activities, fitness stations, face-painting and other physical activities.

Children with mobility challenges are less likely to be as active as their peers, which can lead to obesity, lack of strength and other health issues. That is why Shriners Hospitals for Children, a recognized leader in care for children with orthopaedic conditions, partnered with the NFL to create the NFL PLAY 60 All-Ability Guide. The guide includes adaptive play activities for children of varying physical abilities to help them live an active lifestyle.

"The overall health and well-being of our patients is our number one priority," said Jerry Gantt, chairman of the Board of Trustees for Shriners Hospitals for Children. "Our partnership with the NFL encourages adaptive and all-ability activities so that every child has the opportunity to lead an active lifestyle. Interacting with former NFL players reinforces the message that all kids can get out and play 60 minutes a day."

The NFL has a long-standing commitment to promote health and wellness for young fans. For 10 years, PLAY 60 has brought the NFL together with partner organizations to increase physical activity among youth.

To learn more about the NFL Play 60 All-Ability Guide, please visit shrinershospitalsforchildren.org/play60.

Shriners Hospitals for Children Warns Against Dangerous Holiday Habits



The holiday months can have an increased risk of house fires and burn injuries, due to more time spent indoors, more cooking, open flames and decorations. An independent survey commissioned by Shriners Hospitals for Children polled U.S. adults on their fire safety practices and found dangerous habits that could lead to serious injuries or even death.

Survey results revealed:

- 25 percent of people surveyed leave lit candles unattended in their homes.
- 27 percent leave lit candles within the reach of children.
- 47 percent do not keep something nearby to extinguish a fire when cooking, such as a lid or cookie sheet.
- 25 percent do not turn pot handles to the back of the stove and out of a child's reach.
- 45 percent do not water live Christmas trees daily, even though 70 percent were aware that they should.

To help families have a safe, injury-free holiday, Shriners Hospitals launched its annual Be Burn Aware campaign.

Complimentary awareness materials, such as holiday fire safety tree tags are available at beburnaware.org. Additionally, there is a five-minute online quiz to help families rethink home safety practices during the holidays and avoid injuries.

Young Patient Travels From Africa for Life-Changing Care at Cincinnati Shriners Hospital

Eight-year-old Claudia came to the United States from the West African country of Benin, where she lived in a village with her mother and siblings. At age 3, she began to develop a disfiguring bony tumor under her right cheek. Her mother took her to a local clinic, but no one was able to help. Over time the tumor grew, and Claudia's world became smaller; she was hidden away to avoid stares and whispers.

Claudia later recounted how she and her mother would travel from village to village, "walking, walking..." seeking help for the growing tumor. One day an intermediary with Childspring International, an Atlanta-based organization that pairs children from developing countries with life-saving surgeries, crossed paths with Claudia and her mother and brought her to the attention of the group. The staff of Childspring first tried to connect Claudia with a hospital in Texas, which considered and ultimately rejected her very challenging case. After several months of searching, they presented the challenge to the world-class pediatric plastic surgeons at Shriners Hospitals for Children — Cincinnati. With careful consideration, the team at the Cincinnati Shriners Hospital, including pediatric plastic surgeons David Billmire, M.D., FACS, FAAP, Ann Schwentker, M.D., and Chris Gordon, M.D., decided that, although they had never before attempted this type of dangerous surgery, Claudia was not a child that they could turn away. They wanted to help her. Chief of Staff Petra Warner, M.D., FACS, agreed.

So Claudia traveled halfway around the world to Cincinnati, Ohio. The intermediary helped her mother understand that Claudia could have a different quality of

life with this surgery and that she would be safe and cared for. The Cincinnati Shriners Hospital staff arranged for Claudia to stay with the Holland family during her preparation and recovery. The Hollands had hosted and eventually adopted another Shriners Hospital patient, 4-year-old orphaned burn patient Jing, two years earlier. They understood that a child is a child, no matter the circumstances. "We hosted Claudia because we can," Laura Holland said.

During her stay, Claudia became friends with her young host Jing; the two became inseparable. Jing, who had been given a second chance for a better life by the Cincinnati Shriners Hospital, let Claudia know that this was a good place, a place where they welcome all who need help.

The tumor was now growing so rapidly that it threatened to block Claudia's airway. The surgical team, led by Drs. Schwentker and Gordon, worked for more than eight hours on the initial surgery. Claudia stayed in Cincinnati for nearly eight months to complete her treatment and begin the healing process.



Honoring Those Who Served

On Nov. 11, we acknowledged Veterans Day — a time to recognize the men and women who served in the armed forces of the United States of America. Although Veterans Day specifically recognizes those who have served in the U.S. Armed Forces, we want to thank all those within our Shriners family who have served in their respective countries, as well. We are thankful for the sacrifice each of our veterans and their families have made.

Earlier this month, Imperial Potentate Gary Bergenske and his wife, Anne, visited the Tomb of the Unknowns, also known as the Tomb of the Unknown Soldier, in Arlington National Cemetery in Virginia. During their visit, Bergenske and Morris W. Sykes, Commander of the International Association Legions of Honor, laid a wreath on the Tomb of the Unknowns to honor the sacrifices the monument represents. To view a video from the wreath-laying ceremony, please visit [facebook.com/136142566508663/videos/1347709845351923/](https://www.facebook.com/136142566508663/videos/1347709845351923/).



Alec Featured on Inside the NBA

On Nov. 9, patient ambassador Alec lived his sports broadcasting dream with the crew of the TNT program *Inside the NBA*. Alec co-hosted the halftime show with Ernie Johnson, Shaquille O'Neal, Charles Barkley and Kenny Smith.

Alec, who has Osteogenesis Imperfecta (OI), also known as brittle bone disease, is a patient of Shriners Hospitals for Children — Chicago. He has become a popular television star, been interviewed on numerous national news and talk shows, and has captured the hearts of many with his adorable smile and charming personality. He is an outstanding spokesperson for Shriners Hospitals, noted for saying “Without Shriners Hospitals for Children, I wouldn’t be able to dream as big as I do. I know anything is possible because the staff remind me all the time that I can do whatever I set my mind to. I live a full life because of Shriners Hospitals.”



To watch a video from part of Alec's *Inside the NBA* co-hosting appearance, please visit **facebook.com/NBAONTNT/videos/10159788572865724/?hc_ref=ARTAHjVio7SL5XZB6DNrn8wY-T8RNA3_YizqQdqnXRthh4IYDZlaN9oBsYnPOTfxpZo**.

Lexington Medical Center Receives Two Health Care Public Relations and Marketing Awards

On Nov. 9, the Kentucky Society for Healthcare Public Relations and Marketing (KSHPRM) held its annual Thoroughbred Awards. The awards luncheon, held in conjunction with the KSHPRM fall conference at the Hilary J. Boone Center UK, honored and recognized excellent work throughout the Commonwealth in the areas of health care marketing and public relations.

Congratulations to Morgan Hall, public relations specialist at Shriners Hospitals for Children Medical Center — Lexington, for two winning entries in the competition. *Shriners Medical Center Mission* received first place for video, and the medical center’s dedication event earned second place for an event. For the video, Hall planned the scripts, participants and shots, with production by Post Time Studios.

Organizations were eligible to submit entries in 34 categories ranging from television advertising to direct mail design, community events and social media campaigns. This year, entries were judged by the Georgia Society for Marketing and Public Relations. In total, 83 entries were submitted for consideration.

To watch the Lexington Medical Center’s winning video, visit **shrinershospitalsforchildren.org/lexington/about-us**.

Save the Date

Jan. 20, 2018: 93rd East-West Shrine Game

March 2 – March 4, 2018: Shriners Hospitals for Children College Classic

May 2 – May 3, 2018: Shriners Public Relations Conference

July 15 – July 19, 2018: Imperial Session of Shriners International

CONTACT US

Shriners International Headquarters: Public Relations Department, 2900 Rocky Point Dr., Tampa, FL 33607
813-281-8162 shrinepr@shrinenet.org