



A FRATERNAL NEWSLETTER

The Public Relations Voice

September 2017

A Message From Your Public Relations Chairman

Dear Fellow Nobles,

While there is plenty of good news and many positive activities are in progress, August and September have been stressful, difficult months for all those affected by the unprecedented spate of natural disasters. Our thoughts and prayers continue to be with all those in the paths of Hurricanes Harvey, Irma and Maria – from the Caribbean and Puerto Rico to Florida and Texas – and those whose lives were shaken by the recent earthquakes in Mexico. Shriners have a well-deserved and long-term reputation for compassion and charity - should you wish to assist those in distress, a program has been established, especially for those in Texas and Florida (the local temples in Mexico and Puerto Rico are still assessing their needs). To donate, please make checks payable to "MSA Disaster Relief Fund" and send them to:

Masonic Service Association
3905 National Drive, Suite 280
Burtonsville, MD 20866

Please write on the memo portion of the check, "Texas (or Florida) Disaster Appeal" to be sure that the money is specifically designated for the relief of Texas (or Florida) Masons. More information can be found here: <http://www.msana.com/msappeals.asp>.

Several of our major signature events and information campaigns are slated for the coming months, including the Shriners Hospitals for Children Open, Burn Awareness Week and #CutTheBull (an anti-bullying effort). We will be doing all we can to promote these important programs, which raise awareness for our organizations, and provide important information for the general public, as well as for our patients and families.

In addition to the tournament itself, one unique and important aspect of the Shriners Hospitals for Children Open is the standard bearer program which features patients from our hospitals. The presence of these young people is a powerful visual reminder of the difference Shriners Hospitals for Children® makes in the lives of its patients. Our donor relations team created the Fundraise FORE Love campaign to raise the funds needed to send our patient ambassadors to Las Vegas to represent their local hospital at the tournament. To help in this effort, please visit <https://donate.lovetotherescue.org/campaign/standard-bearer-campaign/c141074>.

Speaking of the power and spirit of our patients, I want to congratulate Kechi, a former patient of our Galveston hospital, for making it to the final round of *America's Got Talent*. While she did not win, she certainly deserves our applause and admiration. In addition to sharing her beautiful voice with the public, she showed everyone what courage and determination can accomplish. We are pleased to have been able to help her along the way, and are extremely proud of her, and of all of our patients.

We must continue to use every avenue and venue available to us – from electronic to print. Along those lines, Shriners Hospitals was recently featured in three episodes of the iconic television program, *General Hospital* – this was the third year we've had this great opportunity. This year's scenes focused on scoliosis, as did Amer Samdani, M.D.'s appearance on *The Balancing Act*. Dr. Samdani is chief of surgery at our Philadelphia hospital and noted for his expertise in treating spine conditions, including scoliosis. In addition, Dr. Samdani was quoted in the October issue of *Redbook* magazine on the importance of scoliosis screenings and the availability of SpineScreen, the new Shriners Hospitals for Children app that can help detect possible signs of scoliosis.

Also, we have new advertising in the September issue of *Delta Sky* magazine and on deltaskymag.com. The ads feature Shriners Hospitals patient Ava and include a donation call to action. This is great exposure for our health care system with a reader and viewership of more than 5.4 million people combined.

We all need to continue to be aware of the link between our health care system and our fraternity – the strength of one affects the strength of the other – and remember to do all we can to promote awareness and interest in them, and to do our part to increase our patient volumes and our membership numbers.

Thank you for all you do in support of our two great organizations.



Yours in the faith,

Jim L. Cain Sr.
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Public Relations Chairman

Former Patient, Kechi, Places in Top Ten on *America's Got Talent*

As many of you know, former Shriners Hospitals for Children — Galveston patient and burn survivor, Kechi Okwuchi, has been capturing the hearts of viewers and impressing the judges on *America's Got Talent* with her incredible vocals. Kechi made it to the show's final round on September 19, and placed in the top 10. During the final night, Kechi and fellow contestant Angelica Hale were joined by superstar Kelly Clarkson for a performance of Clarkson's hit song *Stronger*. To view their performance, please visit [youtube.com/watch?v=V69ary80bYo](https://www.youtube.com/watch?v=V69ary80bYo).

Kechi has also been featured on the *TODAY* show, where she gave a tour of the Galveston Shriners Hospital and talked about her earliest days of treatment there, and how the music therapy program gave her hope.

Kechi says that the Galveston hospital's music therapy program helped in her healing and recovery from severe burn injuries she sustained in a plane crash in her native country, Nigeria, in 2005. Kechi had third degree burns over 65 percent of her body, and was one of only two survivors of the crash.

We are all so proud of and happy for Kechi, and looking forward to watching her singing career develop. You can watch clips from her *America's Got Talent* performances, including the finale, by visiting nbc.com/americas-got-talent/credits/credit/season-12/kechi.



Shriners Hospitals for Children Physician on *The Balancing Act*

Earlier this month, Amer Samdani, M.D., chief of surgery for Shriners Hospitals for Children — Philadelphia, appeared on *The Balancing Act*, airing on Lifetime Television®.



In the segment, Dr. Samdani educated viewers on the signs of scoliosis and treatment options available. He also talked about the importance of early detection and how the new SpineScreen app developed by Shriners Hospitals for Children provides parents with a quick, informal way to regularly monitor their child's spine. To view a clip from *The Balancing Act* segment, please visit thebalancingact.com/free-app-can-help-detect-signs-scoliosis/.

The SpineScreen app was developed to create an easy way for parents to perform a preliminary spine check on their children in the comfort of their own home. More information about scoliosis and the SpineScreen app can be found at shrinershospitalsforchildren.org/scoliosis.

Shriners Hospitals for Children recently launched a new scoliosis awareness program to highlight the importance of regular scoliosis screening and generate awareness of the treatments for scoliosis that we offer.

General Hospital Features Shriners Hospitals

For the third year in a row, Shriners Hospitals for Children was featured on DISNEY – ABC's *General Hospital*. Our health care system was integrated into the storyline over three episodes, which aired September 19, 20 and 21. This year's collaboration was designed to raise awareness about the possible signs of scoliosis and the new SpineScreen app.



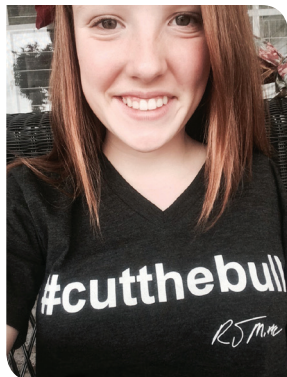
On the show, Shriners Hospitals for Children helped a child with scoliosis, and focused on the importance of routine screenings and treatment options available at Shriners Hospitals. Some of our patients and a Shriners were featured in select scenes, and our commercials also aired during the breaks.

We also worked with ABC to secure two earned media placements promoting the *General Hospital* and Shriners Hospitals for Children integration, which you can view by visiting soapoperadigest.com.

To watch the *General Hospital* clips featuring Shriners Hospital for Children, please visit abc.go.com.

The #CutTheBull Campaign Launches in October

On Tuesday, October 3, Shriners Hospitals for Children will launch the national anti-bullying campaign, #CutTheBull. The campaign will continue throughout October in support of National Bullying Prevention Month.



Actor, former patient, and Love to the rescue® ambassador, RJ Mitte, will continue his support of this important initiative as an anti-bullying advocate.

Utilize the resources. Visit **cutthebull.org** for the following downloadable materials:

Tool Kit: Designed to help patients and supporters to become anti-bullying ambassadors by teaching them how to start the conversation about bullying.

Tip Card: Created to teach the three R's: Respect, Reach Out and Respond.

Article: Written by Shriners Hospitals for Children staff, provides additional insight into the bullying of kids with disabilities and how we can all do our part to cut the bull.

All materials are available in English, French and Spanish.

Thank you for your efforts to help cut the bull and show others how to see the ability in people. Your support will help kids grow up in a supportive community that accepts them for who they are.

Here's how you can help:

Show your support. #CutTheBull T-shirts are available for \$25 at **cutthebull.org**, with proceeds going to Shriners Hospitals for Children.

Share on social media. Post or tweet a photo including the hashtags #CutTheBull and #SeeTheAbility. Wear a #CutTheBull T-shirt, write on your face or hand, even hold up a sign to show your support. Check out the #CutTheBull Challenge slideshow from last year. https://www.shrinershospitalsforchildren.org/cutthebull/patients_and_programs.

Mazol Shriners Named to Volunteer Hall of Fame

Congratulations to Mazol Shriners of Newfoundland and Labrador, Canada, who were named to the Duke of Edinburgh's International Award Volunteer Hall of Fame for their outstanding service to children.

On September 14, the temple was inducted into the Volunteer Hall of Fame. To view the full story, please visit cbc.ca/beta/news/canada/newfoundland-labrador/shiners-volunteer-award-st-john-s-1.4289523.

The 2017 Shriners Hospitals for Children Open

On Oct. 30 - Nov. 5, the 2017 Shriners Hospitals for Children Open will bring the FedExCup to Las Vegas once again as the PGA TOUR returns to the valley for the 35th consecutive year. Many of the top golfers in the world will participate in the competition, which helps support Shriners Hospitals for Children.



The 2017 Shriners Hospitals for Children Open will be held at TPC Summerlin, honored by *Golf Digest* as one of "America's Best" golf courses, and as one of the "Top 100 Modern Golf Courses in the United States."

Shriners Hospitals depends on national signature events like the Shriners Hospitals for Children Open to help raise awareness and funds to support its mission to provide life-changing pediatric specialty care.

For more information about the Shriners Hospitals for Children Open, including how to purchase tickets, please visit shrinershospitalsopen.com.

Save the Date

Oct. 30 – Nov. 5, 2017: The Shriners Hospitals for Children Open **March 2 – March 4, 2018:** Shriners Hospitals for Children College Classic

Jan. 20, 2018: The East-West Shrine Game® **July 15 – July 19, 2018:** Imperial Session of Shriners International