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*Children's Miracle Network's mission is to raise funds and awareness for the pediatric programs at Shands Jacksonville and Wolfson Children's Hospital*

## Media Campaign highlighting the 2006 TOP SPONSORS

Children's Miracle Network has exciting news to share with you in 2007! In an effort to strengthen and grow awareness of Children's Miracle Network in the Jacksonville/Brunswick market, a new local marketing campaign will kick off in May 2007.

As our Top Sponsors, Wal-Mart & Sam's Club, Publix, RE/MAX, Food Lion, Ace Hardware, Florida Chapter of Club Managers Association of America, and Costco will be receiving elite local publicity during a two-week period in May. The marketing spots will include the sponsor logo and will be co-branded with the UF & Shands Jacksonville and Wolfson Children's Hospital logos. The ads will be heart felt while focusing on the partnership with Children's Miracle Network. The two-week period is **May 7- May 21**. The media will be a mix of TV and Radio.

It is through the efforts of our sponsors and donors that enables our organization to provide Shands Jacksonville and Wolfson Children's Hospital with state-of-the-art medical equipment, educational materials, and child-life activities. Thank you for your continued support in making miracles happen in the lives of our local children!

**WAL\*MART**



Log on to [www.cmnjax.com](http://www.cmnjax.com) to view the list of 2007 events!

## Governing Board

Larry Freeman  
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Wolfson Children's Hospital

Dr. Thomas Chiu  
Chairman, Dept. of Pediatrics  
University of Florida

Penny Thompson  
Vice President of Public Affairs  
Shands Jacksonville

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Melissa Buchanan  
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WCH Auxiliary

Gordon Chapman  
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Roger Rothwell  
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Christina Conner  
Jax Federal Credit Union

Eric Slopey  
COSTCO

Donyale Gaines  
Auntie Anne's

Donna Soncrant  
Community 1st Credit Union  
of Florida

Melissa Gassien  
Residence Inn Marriott

Dave Stieglitz  
Jacksonville Golf & Country  
Club

Dr. Madeline Joseph  
Shands Jacksonville

Tom Termer  
Log-A-Load

Cherie Lewis  
CROSSMARK

Alan Thomas  
Publix

Missy Lybrand  
Adamec Harley-Davidson

Tracy Torres  
Shands Jacksonville

David Mariotti  
Ponte Vedra Lodge & Club

Dear Children's Miracle Network Friends,

One of the daily aspects that I enjoy most about working with Children's Miracle Network is the wonderful network of individuals and companies that partner with us to raise funds and awareness. Each individual brings a new outlook and enthusiasm to fundraising which in turn brings a variety of unique fundraising ideas. As I have stated before, grassroots fundraising is finding your niche in life and utilizing it for the greater good thus involving more individuals and continuing to better society.

THE PLAYERS Championship has done just that. They are partnering with select charities to raise funds through this annual tournament being held on the First Coast, May 7-13 at the TPC Sawgrass. Birdies for Charity takes the tournament and puts a unique twist into the game as individuals start to keep track of the number of Birdies the golfers have earned during the competition.

Our goal is to raise \$10,000 in pledges and donations through this unique turn-key fundraiser. Similar to a walk-a-thon, Birdies for Charity participants collect pledges from their friends and family for a specific amount per birdie. For example, if you pledge .01 per birdie and 1,000 birdies are made during the competitive rounds; the total pledge would be \$10. Last year, 1,385 birdies were made during tournament play.

Partner with us as a Birdies for Charity donor for Children's Miracle Network and make miracles happen in the lives of local children. In addition to making a pledge you will have the opportunity to guess the number of overall birdies you feel will be scored. The individual that makes the correct guess will win a fabulous trip package to the Presidents Cup in Montreal.

Join us as we tee it up to fly Birdies for Charity to the next level of fundraising for the children of our community.



Nicole Ortman, Director  
Northeast Florida/Southeast Georgia



**All funds stay local to help purchase  
medical equipment, educational materials, and  
child-life activities for the pediatric programs.**



## CMAA reaches new heights in fundraising

In its 15th year, the Annual Club Managers for Kids Charity Golf Tournament and Casino Night reached new heights in its fundraising efforts for two local charities, Children's Miracle Network and Special Olympics!

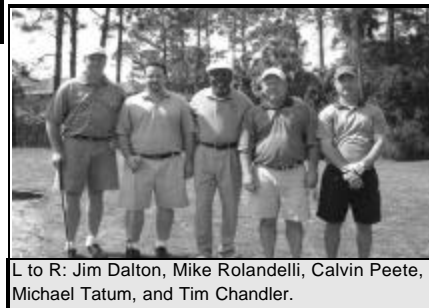
The Florida Chapter of the Club Managers Association of America hosted these two events March 11-12 at Marsh Landing Country Club in Ponte Vedra. This year's events not only raised a record number of funds, but also, provided a few new opportunities for participants.

Sunday night, guests were able to hear extraordinary stories from a Miracle Child and three Special Olympians. On Monday, Gerry James, the World Champ Longest Hitter, gave a few lessons on the driving range before the shotgun start. Golfers also had the opportunity to have a "celebrity" player on their foursome. Some of the famous faces seen that day were Calvin Peete, 11 time PGA Tour winner as well as United States Ryder Cup participant; Donovin Darius, safety for the Jacksonville Jaguars; Rashean Mathis, cornerback for the Jacksonville Jaguars; Eugene Chung, former NFL player; Todd Philcox, former NFL player; and Sam Kouvaris, WJXT Channel 4.

All funds from these two special events benefit Children's Miracle Network and Special Olympics.



Jenea, a Miracle Child, and Tami Anderson, Nurse Manager of Wolfson PICU spoke at Casino night.



L to R: Jim Dalton, Mike Rolandelli, Calvin Peete, Michael Tatum, and Tim Chandler.

Special Thanks...

### Title Sponsor



### Tee Gift Sponsor



## Spring/Summer Calendar

**April 11** - Wal-Mart & Sam's Club Awareness Meeting  
*Baptist Downtown*

**April 26** - National Pretzel Day  
*Auntie Anne's*

**May 2** - Sponsor Board mtg  
*UF & Shands Poison Center*

**May 2** - Log-A-Load Golf Tournament  
*Eagle Harbor Golf Club*

**May 6** - COSTCO Car Show  
*COSTCO*

**May 7-13** - THE PLAYERS Championship - Birdies for Charity  
*TPC Sawgrass, Ponte Vedra Beach*

**May 9** - Wal-Mart & Sam's Club Awareness Meeting  
*Baptist Downtown*

**May 22** - Morton's Medicine and Miracles  
*Morton's Steakhouse*

**June 9** - Golden Isles Miracle Ride  
*Brunswick, GA*

**August 4** - National Gymnastics Day  
*USA Gymnastics*

**August 9** - Miracle Treat Day  
*Dairy Queen*

## Hershey Kissmobile visits kids

On February 28, children at Shands Jacksonville and Wolfson Children's Hospital received a special visit from Hershey and the Kissmobile!



## Log-a-Load Golf Tournament

The twelfth annual Log-A-Load golf tournament will be held on Wednesday, May 2 at the Eagle Harbor Golf Club in Orange Park. Registration begins at 11:00a.m. and there will be a shotgun start at 12:30p.m. Enjoy a nice day on the beautiful golf course. Sponsorships are available. Please contact Kay Clapp at 386.325.7330 or Nicole Ortman at 904.202.2760 for more information.



## 7th Annual Morton's Medicine and Miracles

Presented by



By day, they are doctors, hospital administrators, sports stars, community leaders and media personalities, but on the night of May 22, 2007, local celebrities strap on aprons and become waiters for this annual Celebrity Waiters Event presented by The Kossak Companies. This unique dining experience, hosted by the Children's Miracle Network, raises funds and awareness for the pediatric programs at Shands Jacksonville and Wolfson Children's Hospital.

Join Master of Ceremonies, Mike Smith, defensive coordinator for the Jaguars, along with a few special guests for an evening of wonderful food, silent and live auctions, and of course, entertainment from celebrity waiters. The celebrity waiters amuse their tables by fulfilling various fun and challenging requests from attendees. Awards are given for the Most Amusing, Most Food Dropped or Spilled, Most Dollars Raised and Best Overall Waiter.

L to R: Mike Smith & celebrity waiter, Jeff Lageman, former Jacksonville Jaguar and Children's Miracle Network spokesman.



If you would like to take part in this enjoyable event, please contact Nicole at 202-2760.

## Wal-Mart & Sam's Club Updates

**Volunteer Appreciation Day**  
On February 28, Wal-Mart and Sam's Club managers and associates enjoyed a day at the hospital listening to several special speakers from Shands Jacksonville and Wolfson Children's Hospital as well as Kaya Getz, one of the Miracle Children and Miles Curro, who spoke and about the Vein Viewer. Awards were given out for the 2006 fundraising efforts and goals were set for 2007! The day ended with a tour of Wolfson Children's Hospital.



### **Punt, Pass and Kick**

Wal-Mart, Sam's Club and Pepsi in North & Central Florida teamed up again this year to raise funds for Kids through in-store retail, sales & profit building activities. The Punt, Pass & Kick for Kids Competition was held at the Jacksonville Municipal Stadium by Pepsi Bottling Company for those locations that exceeded sales expectations. The following stores designated their winning funds to Children's Miracle Network: Wal-Mart #977 (winner of Punt, Pass and Kick; \$5600), Wal-Mart #2920 (\$900), Wal-Mart #1225 (\$600), and Sam's Club #8253 (\$200).

*We are strongly encouraging all stores to set a goal of at least \$5,000 in 2007 in order to reach our local market goal of \$200,000!*

*The Balloon Campaign begins in April and will continue through June.*



## Birdies for Charity



As mentioned in the director's letter, we are honored to be participating in the 2007 PLAYERS Championship "Birdies for Charity" contest this year. This unique, community based, fundraiser is held in conjunction with THE PLAYERS Championship, being held May 7-13, 2007 at the TPC Sawgrass. THE PLAYERS Birdies for Charity campaign kicked off March 26 and the deadline for entries is **Tuesday, May 8**. Birdies for Charity participants collect pledges from their friends and family for a specific amount per birdie.

To participate and raise funds for Children's Miracle Network, contact Tiffany at 202-1691.

## Golden Isles Miralce Ride

Saturday, June 9, 2007, Wal-Mart #639 is hosting a motorcycle ride in Brunswick to benefit Children's Miracle Network. Davis Love III will be the Grand Marshall. Please call 202-2900 for further information. Tickets and sponsorships are still available.



## UNF Dance Marathon

We are so excited to announce that the University of North Florida will be hosting a Dance Marathon in the Fall! The official date has not been set yet.

Dance Marathon is the largest, student-run philanthropy event happening on college campuses around the country. Students come together in teams to raise money for Children's Miracle Network. The highlight is the actual 12-hour Dance Marathon event - a night of fun, dancing, food, games, prizes, special visits from Miracle kids and of course staying on your feet for the entire 12 hours! The UNF DM will raise money for Children's Miracle Network benefiting Shands Jacksonville and Wolfson Children's Hospital in Jacksonville.

If your company is interested in participating through donation of products or services, please contact Muriel Person at 202-2369 or [muriel.person@bmcjax.com](mailto:muriel.person@bmcjax.com)

## Shands Friends

SHANDS FRIENDS is a unique committee comprised of members of the UF & Shands Jacksonville staff. As one of our two benefiting hospitals, UF & Shands Jacksonville takes fundraising for Children's Miracle Network to heart. Shands Friends committee members utilize the relationship with Children's Miracle Network to raise funds internally as well as awareness concerning how the funds directly affect the pediatric programs at Shands Jacksonville.

The Shands Friends committee teams together to host fundraising opportunities throughout the year. Most recently, they held their annual Children's Miracle Network Awareness Week. They kicked off the week with a bake sale followed by a basketball contest and waffle sales to name a few activities and ended the week with a Dress Casual Day. Individuals and departments teamed together not only to plan the activities but also to participate.

They are truly a turnkey organization that teams together to make miracles happen on both the clinical side as well as the fundraising side. Special thanks to the Shands Friends committee and Angela Bialkoski, committee co-chair, for the time, commitment and heart they placed into making these events a true success.

And the fundraising continues...The second annual UF & Shands Jacksonville 3-on-3 Basketball Tournament is scheduled for Saturday, April 21, 2007.

Shands employees take their turn at the basketball free throw.



COUNTRY COACH



## Country Coach rallies together and raises funds!

During the week of March 13-17, Country Coach hosted its 2nd Annual East Coast Class Reunion and Winter Pre-rally in Jekyll Island, Georgia. Country Coach owners and executives rallied together throughout the week and raised over \$23,000 for Children's Miracle Network!

Children's Miracle Network would like to thank the staff of Country Coach for choosing Children's Miracle Network as their charity and also Jay Howard, President & CEO, for his corporate match challenge of \$10,000! Another special thanks to Bill and Phyllis Gabler for their wonderful fundraising efforts!



Tanya, Chris, and Kaya Getz were guest speakers at the Country Coach Rally.

## And the Winners are....



Inandi Wyche  
Judges' Choice

On Sunday, February 4, 2007, the winners of the Most Photogenic Baby were announced and presented at Orange Park Mall. Over **\$17,000** was raised through the voting!



Jordan Shadd  
Voters' Choice

Inandi Wyche was announced as the 2007 Overall Judges' Choice and Jordan Shadd as the 2007 Overall Voters' Choice.

Children's Miracle Network would like to thank Julie Matthews and Mike Guo of American Performing Arts Network for organizing this wonderful event each year. Also, a special thanks to Vito for providing his DJ services for the event!

## Credit Unions for Kids



### Jax Federal Credit Union raises \$5300 in 2006

In 2006, the Pride Committee, which consists of Jax Federal employees, organized various fundraisers throughout the year, such as a teddy bear sale for Valentine's day, bake sales, silent auctions, and a monthly prime parking spot auction, raising \$5300! Recently, Jax Federal executives, Gerri Sexton, President and CEO, and Angie Coleman-Rao, VP of Marketing and Chairman of the 2006 Pride Committee, as well as members of the Pride Committee visited Wolfson Children's Hospital and presented Children's Miracle Network with the check from their 2006 fundraising efforts. The 2007 Pride Committee, led by Christina Conner, is geared up for another successful and exciting year ahead!

### Community First Credit Union

Community First Credit Union of Jacksonville, Florida raised \$4,302.40 for Children's Miracle Network locally in 2006. We have already received \$1,315 in donations from them for 2007! Community First raises the funds through fundraisers as well as a percentage donation of their ATM fees.

## Check Out These Upcoming Balloon Campaigns

Goody's - April - July  
Auntie Anne's - April 1-30  
Food Lion - April 1-30  
Brooks/Eckerd - April 1-30  
Wal-Mart/Sam's Club - April 1 - June 30  
Blockbuster - May 1-31  
Golden Corral - May 1-31

Carmike Cinemas - May 4 - June 9  
COSTCO - May 1-31  
Kroger - May - July  
Rite Aid  
Publix - June 1-30  
Dairy Queen - July 1 - August 9  
Papa John's - August - December

## Legendary gymnastics coach Bela Karolyi visits Shands Jacksonville and Wolfson Children's Hospital

On February 27, Shands Jacksonville and Wolfson Children's Hospital received a special visit from legendary gymnastics coach, Bela Karolyi. Karolyi and several members of the USA Gymnastics' staff were in Jacksonville for the Tyson American Cup, one of the world's most prestigious gymnastics events that took place in Jacksonville on March 3.

During his visit at Shands, Bela took a tour of the Shands Trauma One and PICU department making a special stop to visit some of the children. Later, Karolyi visited Wolfson where he was greeted by two Miracle Children, Whitney Pinson and Saylor Kirkpatrick. He also spoke to USA Gymnastics clubs and media about the importance of physical fitness. He is a strong advocate for USA Gymnastics' fitness program, the Tyson Fitness Challenge, which benefits Children's Miracle Network.



The Tyson Fitness Challenge is a fitness initiative designed to help kids more physically fit and to help raise funds for children who need help. The program encourages physical fitness through fun activity with an emphasis on cardiovascular exercise, strength training, flexibility and good nutrition.

Get Involved! Team up with Bela's enthusiasm by joining Children's Miracle Network and USA Gymnastics as we encourage physical fitness while raising funds through the Tyson Fitness Challenge. Log on to [www.cmnjax.com](http://www.cmnjax.com) for more information.

## IHOP "Flips" for Kids on National Pancake Day

On February 20, IHOP celebrated the beloved tradition of National Pancake Day while raising \$4000 for the children of Jacksonville!

National Pancake Day is a centuries-old tradition on the day before Lent, also known as "Shrove Tuesday" and Mardi Gras. For centuries, the English have "flipped" for pancakes on this day with rich lore and colorful events including pancake races.

IHOP continued the tradition and on February 20. Families and friends enjoyed a free short stack of IHOP's famous buttermilk pancakes, and in turn, made donations to Children's Miracle Network benefiting Shands Jacksonville and Wolfson Children's Hospital.



Coming soon.....

New look,  
New features,  
New information,  
  
Same dedicated organization  
benefiting children of the community!

Children's Miracle Network will be launching a new local web site. Be sure to check it out in **June 2007!**

[www.cmnjax.com](http://www.cmnjax.com)  
donated by  
Vystar Credit Union

**DON'T FORGET!**

GoodSearch

You can raise funds while searching on the internet!

Just go to [www.goodsearch.com](http://www.goodsearch.com) and be sure to enter *Children's Miracle Network- Shands Jacksonville and Wolfson Children's Hospital* as the charity you want to support.

Just 500 of us searching four times a day will raise about \$7300 in a year without anyone spending a dime! And, be sure to spread the word!



## Miracle Kids Korner

**Name: Jenea Berrios**

**Diagnosis: Acute Lymphoblastic Leukemia**

Jenea was diagnosed with Acute Lymphoblastic Leukemia (ALL) on July 31, 2006. Before this, Jenea had been a very healthy child. Over the summer she had been complaining of her bones aching and had lost her appetite. Jackie, Jenea's mother, took her to her Primary Care doctor. Jackie was told that as long as Jenea's spine didn't hurt that she was fine, but to keep an eye her.

Two weeks later, Jackie's husband, Ernie walked into Jenea's room and found her throwing up and foaming at the mouth. They thought she was having a seizure, so they quickly got in the car and took her to the nearest Fire Station two blocks away. From there, the firemen transported her to Shands Jacksonville Hospital.

When they got there Dr. Hendry was on call, and she did everything she could to save Jenea's life. She told Jackie and Ernie that there was a chance Jenea could die. Jenea's body had gone into shock. Her red blood count was at 1%, which is not livable.

From Shands, they transported her to Wolfson Children's Hospital PICU where they did all the necessary tests and she was diagnosed with ALL. Because her body had gone into shock, she was on life support for two days. Thanks to the expertise and equipment at both Shands and Wolfson, Jenea's life was saved.

Two weeks after being diagnosed, she went into remission. She is on the road to recovery and doing well. Jenea is looking forward to her Disney Cruise and starting school next year at Lake Forest School of Performing Arts. She has a bright future wants to maior in creative writing.

### Children's Miracle Network Staff

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