



FOR IMMEDIATE RELEASE

Children's Miracle Network Hospitals Launches New Name and Brand to Kick Off the New Year

Children's Miracle Network Hospitals, a leading nonprofit organization for North America's children's hospitals, rebranded its image to convey its charitable purpose

January 5, 2011 - Jacksonville, Florida – Children's Miracle Network Hospitals® (www.CMNHospitals.org), formerly Children's Miracle Network, announced today a new name and brand for its efforts in the United States. As a charitable entity that donates funds to children's hospitals, refreshing its brand and adding the word "hospitals" to the name solidifies its purpose with partners and the public.

"The new name and image better represent our mission to raise funds and awareness for children's hospitals," said Craig Sorensen, chief marketing officer of Children's Miracle Network Hospitals. "We initiated this rebranding to show the close affiliation Children's Miracle Network Hospitals has with its partnering children's hospitals and our mission of improving the lives of children through fundraising efforts."

In addition to the name change, Children's Miracle Network Hospitals updated its familiar balloon logo to reflect the clean, simple and fresh personality of the new image. Rebranding efforts were led by the Cincinnati office of Landor, a brand consulting and design firm, who took on the pro-bono project to make it stand out among other charitable brands. The new brand was created with the help of Children's Miracle Network Hospitals' Board of Trustees and Board of Governors, each comprised of hospital CEOs, hospital foundation leaders, sponsor representatives, business professionals and media experts.

About Children's Miracle Network Hospitals

Children's Miracle Network Hospitals is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals across North America. Each year, over 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. Locally, Children's Miracle Network Hospitals of Jacksonville/Brunswick benefits the pediatric programs at Shands Jacksonville and Wolfson Children's Hospital.

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