



A FRATERNAL NEWSLETTER

# The Public Relations Voice

January 2016

## A Message From Your Public Relations Chairman

Dear Fellow Nobles,

Happy New Year to each one of you! We hope everyone had a wonderful holiday season and is rested and ready for the work ahead. But first, we just want to say – one more time – thank you for your dedication and commitment to both Shriners International and Shriners Hospitals for Children® last year. We firmly believe that gratitude and appreciation are extremely important and likely cannot be expressed too often.

A New Year is the perfect time to once again resolve to be an active participant in your fraternity and support the efforts of your local temple and the national office. It is also very important that we support the work of our amazing health care system. Not every noble or temple is close enough to a Shriners Hospital to visit and volunteer, but there are plenty of ways every one of us can support our hospitals. We can participate in fundraising events, help with patient referrals and work to raise awareness in our communities. Thousands of children are born each year with the conditions our hospitals care for and treat, still more sustain injuries we can help with. And yet, after more than 90 years, we still hear variations of “I didn’t know about Shriners Hospitals.” We need to do more to raise awareness everywhere we can – individually and as an organization.

For the sixth consecutive year, our national efforts started on the very first day of the New Year, with our participation in the iconic Tournament of Roses Parade in Pasadena, Calif. Viewers around the globe had the opportunity to see our float, *Fezzy Races to Adventure*, which featured a gigantic fire truck driven by Fezzy, our Love to the rescue® ambassador and mascot. The engaging float illustrated the commitment of Shriners Hospitals for Children to the overall health and well-being of their patients. We are very proud of everyone who worked so hard to create the eye-catching, award-winning float.

The 91st edition of the East-West Shrine Game just concluded. This popular event also has the potential to

raise awareness globally. In addition, it has strengthened our relationship with the NFL. The NFL and Shriners Hospitals for Children collaborated in 2015 to create an All-Ability guide to encourage kids with disabilities to be more active, and to make it easier for them to participate in PLAY 60 events (PLAY 60 is an effort of the NFL that encourages kids to be active for 60 minutes each day.) Proving that the East-West Shrine Game truly is “more than just a game,” a PLAY 60 event was held during game week, helping to increase understanding of the abilities and needs of kids with disabilities.



The Rose Parade and East-West Shrine Game are also tremendous ways to bring our extended Shriners family together, and to share our story. The potential impact of these two events is limitless.

As the New Year progresses, we will continue our efforts to make Shriners Hospitals for Children and Shriners International household names through various forms of advertising, communications, events and outreach. We will also depend on each of you to reach out and share your own stories on an individual level. If we all resolve to be active members and participants, and make the fraternity and philanthropy a priority in some way, each day, it will be a great year, and we will accomplish great things.

Thank you for all that you do to support our two amazing organizations.

Yours in the faith,

*Chris L. Smith  
Deputy Imperial Potentate  
Public Relations Chairman*

## Shriners Hospitals for Children Participates in Tournament of Roses Parade



For the sixth consecutive year, Shriners Hospitals for Children was proud to participate in the Rose Parade in Pasadena, Calif., on New Year's Day. The 127th annual Rose Parade was broadcast on several networks, and generated enormous awareness for both our organizations.

Our float, *Fezzy Races to Adventure*, was the third Rose Parade appearance for Fezzy, our popular mascot and honorary member of Shriners International. This year's float featured a gigantic fire truck driven by Fezzy, a 17-foot plush bear. This whimsical representation illustrated the commitment of the staff of Shriners Hospitals for Children to the overall health and well-being of their patients.

We were honored to receive the Volunteers' Trophy in recognition of the best floral design of the parade theme for floats under 35 feet in length. Judging was done by a three-member panel, composed of civic and floral industry leaders who were looking for creative design, floral craftsmanship, artistic merit, computerized animation, thematic interpretation, floral and color presentation, and dramatic impact.

Representatives from Shriners International, professional NASCAR driver and Shriner David Ragan, national patient ambassadors Clint Crain and Katharine Koonce, and patients of Shriners Hospitals for Children — Los Angeles rode on the float during the parade.

We thank everyone who tuned in to watch this great event, and for your continued support of Shriners Hospitals for Children.

## Burn Awareness Week Kicks Off in February



During the first full week of February, our public relations efforts emphasize Burn Awareness Week, the kickoff of a yearlong educational campaign aimed at burn awareness and prevention, including offering free educational materials via our website, [beburnaware.org](http://beburnaware.org). The items, including activity books and fact sheets, are designed to be a resource for firefighters, teachers, parents and others concerned with the safety and well-being of children. Many of the items are available in both English and Spanish.

### Helping Children and Adults Be Burn Aware

The 2016 Burn Awareness campaign will begin the week of Feb. 7-13. We are once again using the theme "Be Burn Aware," and focusing on preventing burn injuries in the home, because the vast majority of preventable burn injuries continue to occur in residences. Homes are the sites of thousands of burn injuries to children every year, including scalds, fire-related injuries, and even electrical burns. Many of these incidents could have been easily prevented by following and implementing some basic safety tips.

### Materials Emphasize Safety

The campaign features two child-friendly characters who showcase and share our messages. Boots and Brewster – a caped, cuddly bear and a googly-eyed teapot – are featured in activity books for children ages 3-7 and 8-12. The coloring pages, word searches, cartoons and other activities are designed to grab children's attention and present the information in a memorable, age-appropriate manner. The campaign also includes various tip sheets and materials that emphasize prevention of scalds, fire-related and electrical burns.

New this year is an animated video featuring the clever pair, Boots and Brewster, which kids are sure to love. In the new video, available on our website, the entertaining duo takes viewers on a fun and educational adventure to help them become more burn aware.

All materials will be available for viewing and ordering at [beburnaware.org](http://beburnaware.org).

Resources for Shriners to Promote Burn Awareness Week can be found on Shriners Village by visiting [shrinersvillage.com/TemplesAndAssociations/TempleResources/BurnAwareness](http://shrinersvillage.com/TemplesAndAssociations/TempleResources/BurnAwareness).





## News from Around the Health Care System

### Surgeon Had Leading Role in International Pediatric Orthopaedic Symposium

Jon R. Davids, M.D., assistant chief of orthopaedics at Shriners Hospitals for Children — Northern California, had a leading role in the 12th annual meeting of the International Pediatric Orthopaedic Symposium (IPOS) in December.

Presented by the Pediatric Orthopaedic Society of North America and the American Academy of Orthopaedic Surgeons the meeting brought orthopaedic surgeons from around the globe together to discuss a wide range of pediatric and adolescent orthopaedic conditions. Courses covered both frequently seen problems and rare conditions that demand specialized care. A long-time member of the IPOS faculty, Dr. Davids is an internationally recognized pediatric orthopaedic surgeon, noted for his work in treating children with cerebral palsy. Dr. Davids was involved in symposium planning and presentations and served as course moderator, a faculty leader for a breakout session and a judge for a surgical simulation.



### The Astros Foundation and the College Classic Announce Naming Rights Agreement with Shriners Hospitals for Children



The Astros Foundation and Shriners Hospitals for Children have announced a multi-year naming rights agreement for the annual Houston College Classic held at Minute Maid Park, renaming the tournament the Shriners Hospitals for Children College Classic. The Astros Foundation will continue to operate the tournament, and will donate \$1 from the sale of each ticket directly to Shriners Hospitals as well as provide other fundraising and awareness opportunities. The Astros Foundation has also reached an agreement with MLB Network to air all nine games of the 2016 tournament.

The Shriners Hospitals for Children College Classic will be played at Minute Maid Park, home of the Houston Astros, Feb. 26-28, 2016. This event is regarded as one of the top collegiate baseball tournaments in the nation, as it continues to draw fans, top-ranked programs and scouts from every major league organization each year.

To purchase tickets go to [astros.com/collegeclassic](http://astros.com/collegeclassic).

## Using Media to Raise Awareness

During 2015, we continued to build brand awareness for Shriners Hospitals for Children by increasing efforts to reach more people during our public safety campaigns, expanding involvement in communities and broadening our national media programs.

In 2015, our *Love is* national advertising campaign and public service announcements became our best-performing spots to date, reaching an audience of more than 2.6 billion.

New spots have been added to the popular campaign, and a new campaign, *Imagine*, is underway. In 2016, we will continue to use innovative, strategically placed ads to raise both awareness and funds for our health care system.

To see some of ads, visit the Shriners Hospitals for Children channel on YouTube.



## Savings everyone can smile about

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## The 2016 East-West Shrine Game

Created by the Shriners in 1925, the East-West Shrine Game is the longest-running college all-star football game in the country. For more than 90 years, some of football's greatest athletes and coaches have contributed to what has become a time-honored tradition.

### Another Great Game in the Books

The 91st East-West Shrine Game took place Saturday, Jan. 23, 2016, at Tropicana Field in beautiful and sunny St. Petersburg, Fla. The memorable event was a great success, and we thank everyone for their support of the game, which is so important to Shriners Hospitals for Children.

Game day began with a classic Shriner-style Pre-Game Tailgate Party at 11:30 a.m., which included great food, refreshments, music and plenty of fun for the entire family.

The game officially kicked off at 4 p.m. EST, with 23,106 fans in the stands – our biggest attendance yet at Tropicana Field.

The West was victorious, with a final score of 29–9. In an exciting all-star matchup, two performances stood out. Oregon quarterback Vernon Adams Jr. accounted for more than 200 yards of offense, earning the William H. Coffman Award for Most Outstanding Offensive Player. The E. Jack Spaulding Award for Most Outstanding Defensive Player went to Wisconsin safety Mike Caputo, who grabbed two interceptions, returning one 67 yards to set up a West 24-yard field goal to end the first half.

### More Than Just a Game

Every year, players and coaches participate in a game-week tradition that takes place off the field – a visit to the local Shriners Hospitals for Children before the game. On Sunday, Jan. 17, the players visited the Tampa Shriners Hospital, and experienced first-hand the true purpose of the East-West Shrine Game.

The event was also a time to recognize and honor both past and present East-West Shrine Game participants. The East-West Shrine Game Players'/Hall of Fame Banquet was held the Friday before the game, and was a wonderful and inspirational evening. This year, Chris Chandler and Rickey Jackson, two athletes with long NFL careers that were preceded by East-West Shrine Game performances in the 1980s, were inducted into the East-West Shrine Game Hall of Fame. Navy quarterback Keenan Reynolds was presented with the Pat Tillman Award, in honor of his achievements and conduct on and off the football field.

Broadcast on NFL Network, the East-West Shrine Game generates massive exposure and interest in both Shriners

Hospitals for Children and Shriners International, and is one of our most important events and traditions. We thank everyone involved in the 2016 East-West Shrine Game, including all our staff, volunteers, players and coaches, and all of those who either watched the game from the stands or at home.

We are proud of all of our 2016 players, wish them the very best and look forward to watching their performance in the NFL Combine and NFL Draft this season.

If you missed the game this year, be sure to start planning now to be part of the next East-West Shrine Game experience. We look forward to seeing each of you there next year.

For more information about the game, please visit **[shrinegame.com](http://shrinegame.com)**



## Save the Date

Feb. 7 – 13, 2016: Burn Awareness Week – Kickoff of the 2016 'Be Burn Aware' Campaign.

May 4 – 5, 2016: Shriners Public Relations Conference at the Renaissance International Plaza Hotel in Tampa, Fla.

May 15 – 22, 2016: The Imperial Potentate Alaska Cruise 2016, Departing and Returning from Port of Seattle.

July 3 – 7, 2016: 142nd Imperial Session of Shriners International in Tampa, Fla.

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