



www.cmnrockymountain.org 720.777.1712

EVENTS CALENDAR

- Jan. 1 – Feb. 8 Ace Hardware's *Have a Heart for Children's* campaign
- Feb. 11 – 13 Alice 105.9's *36 Hours for Kids Radiothon*
- Mar. 1 – Apr. 26 Auntie Anne's *Miracle Balloon* campaign
- Mar. 15 – May 15 American Car Care Center *Miracle Balloon* Campaign
- Mar. 19 – 21 *Champions Across America* Program presented by Walmart
- Mar. 23 – May 31 Golden Corral *Miracle Balloon* campaign
- Mar. 29 – May 16 Rite Aid *Miracle Balloon* campaign



In this issue...



Radiothon
Helpful Hints



Miracles
in the
Making

Sydney, age 6,
Cardiology patient



Winter 2009 Edition 1 Volume 7

Fresh New Look **Same Focus**

Embracing the spirit of change, Children's Miracle Network starts 2009 with a few new additions to further the mission of raising funds and awareness for children's hospitals.

New Leadership



Children's Miracle Network
President and CEO,
Scott Burt

The Children's Miracle Network national office welcomes a familiar face to the position of President and CEO. Immediately prior to taking over the helm, **Scott Burt** served as COO at Children's Miracle Network. In this position, Burt played a critical role in the organization's most important initiatives, including partnerships with nationally recognized corporate sponsors

— such as Walmart and Sam's Club, RE/MAX, Marriott, and Dairy Queen— and the organization's recent international expansion. Burt joined Children's Miracle Network as the controller in 1986. After 22 years, he really knows his way around the office.

New Messaging

In June of 2008, The Children's Hospital was happy to host Children's Miracle Network's national public relations team. Eight crew members arrived with a thirty-



Heart transplant patient Julia Renz
always has hope in her eyes and a
smile on her face.

foot truck packed with equipment and a movie-quality high definition camera hoisted on a dolly. The result: *Real Miracles*.

The *Real Miracles* public awareness campaign features unscripted patients and their

families facing real challenges and unknown outcomes. The fear and worry seen in one mother's face as her daughter prepares for chemotherapy is real; the reassuring hope twinkling in the eyes of a young cancer patient is a real miracle.

The footage captured at The Children's Hospital will serve as promotional spots for Children's Miracle Network, airing nationally and abroad. Look for these commercials this spring and remember: real miracles are possible.

New Web Presence

Rocky Mountain Children's Miracle Network recently launched a new and improved website. Stop by and visit our user-friendly patient stories, downloadable materials and check out the many ways you can get involved.

www.cmnrockymountain.org

Alice's 36 Hours for Kids

After seven years, thousands of calls and hundreds of stories, Alice 105.9 knows there is still more work to be done. As The Children's Hospital celebrates a century of pediatric healthcare excellence, Alice's 36 Hours for Kids gears up for year seven, determined to raise more than \$1 million, starting the next 100 years off right.

Listen to the miracles broadcast

live from The Children's Hospital Feb. 11-13 from 6 am to 6 pm. Help us make miracles possible in the lives of kids and their families at The Children's Hospital. Visit www.alice1059.com for new event teasers including Slacker and Steve visiting the Teen Lounge and Troy Tulowitzki's homerun visit to Children's Center for Cancer and Blood Disorders.



Bryan Warnecke (pictured with his brother) shares how he copes with cystic fibrosis

Sponsor Updates



Struggling economy and fluctuating gas prices were no challenge for the determined Valero Energy employees of the Rocky Mountain region. Once again exceeding the prior year's contribution, Valero raised more than \$280,000 for The Children's Hospital in just four weeks.



Beautiful Snowmass Village was once again the backdrop of Ace Hardware's *Miracle on the Mountain* event. Ace retailers and vendors convened for a weekend of skiing, meetings and making a difference. Ace Hardware proudly presented Children's Miracle Network with \$50,000, almost doubling last year's contribution.



Great Clips truly excelled in their fall *Great Need, Good Deeds* campaign. Newcomers Jane and Frank Evans of Colorado Springs rallied their salons together to raise more than \$14,000. The Holtzman Enterprise group of Denver once again led the Denver Metro area with their contribution of more than \$12,000.



The credit union philosophy of "people helping people" came through this holiday season during the Credit Unions for Kids *Snowman Campaign*. Collectively, local credit unions raised \$15,000. Fitzsimons Community Federal Credit Union led the pack, contributing \$3,000.

Champions Across America Program

Presented by Walmart and Sam's Club

Champions Across America is a Children's Miracle Network awareness program geared toward educating the public on the Children's Miracle Network mission at a local and national level. Each year, one Champion child is nominated to represent each state. These Champions serve as ambassadors for the 17 million children who are treated at Children's Miracle Network hospitals each year.



Wyoming Champion Ariana Ruskey Moffett (left) and Colorado Champion Tess Clark (right) are proud to represent The Children's Hospital in the 2009 Champions Across America program.

This year we're proud to announce Tess Clark of Parker, Colo. and Ariana Ruskey-Moffett of Laramie, Wyo., as our 2009 Champions.

Tess was born with a genetic disorder so rare and complex that it was named after her. This sweet ten-year-old girl made her first appearance at Children's at just five days old; 37 surgeries would follow. Tess is now a beautiful, intelligent little girl with a nurturing spirit and bright future.

Ariana was diagnosed with Ewing Sarcoma, a rare and extremely aggressive form of childhood cancer, when she was eight years old. This avid horseback rider hurdled over each treatment, beating her cancer with flying colors.

In March 2009, Walmart and Sam's Club will sponsor the Champions and their families as they travel to Washington D.C. to highlight the vital work of children's hospitals. The Champions will also be whisked away to Walt Disney World for the Children's Miracle Network Celebration broadcast.

Ward Off Winter Bugs

At the peak of flu season, here are a few simple ideas to help keep you and your family healthy this winter:

Hand Washing - Be sure to use warm water, plenty of soap and lather up for 10-15 seconds. Don't forget to get between fingers and under nails, that's where germs love to hide! Only when you can't find a sink should you rely on antibacterial gels to do the job.

Avoid Contact - Keep your distance from people who are sick. Whenever possible, stay home from work, school, or public places at the first sign of illness.

Cover Your Mouth - It's more than polite to cover your mouth and nose when coughing or sneezing. Using a tissue instead of your hand will prevent spreading germs. If you don't have a tissue, cough or sneeze into your sleeve.

Hands Off - Avoid touching your face often. Germs from contaminated surfaces can take a free ride into your body via your eyes, nose or mouth.



Practice proper hand hygiene to stay healthy this winter.