



www.cmnrockymountain.org

720.777.1712

- now – Aug. 29 **Suncor (Phillips 66) Have a Heart for Children's campaign**
- Aug. 13 **Dairy Queen Miracle Treat Day**
- Sept. 1 – 30 **Love's Travel Stops Miracle Balloon campaign**
- Sept. 16 **National Miracle Jean's Day**
- Oct. 1 – 31 **Great Clips Miracle Balloon campaign**
- Oct. 6 – Nov. 4 **Valero Energy Miracle Balloon campaign**
- Nov. 4 **Miles for Miracles Torch Relay 5K Walk**

For more information, visit www.cmnrockymountain.org/events



Torch Relay
for the Children's Miracle Network
October 17 - November 18, 2009
www.torch-relay.org

**In Denver
November 4**

Miracles in the Making



Tess, Age 10
Genetic Disorder

Summer 2009

Edition 1 Volume 8

Children's Makes Honor Roll

The Children's Hospital made Honor Roll as one of the nation's ten best pediatric hospitals in the *U.S. News & World Report's* 2009 edition of America's Best Children's Hospitals. The publication's Honor Roll is reserved for those hospitals that achieved ranking in all surveyed specialty areas.

In addition to its Honor Roll designation, the hospital ranked in the top 10 in six specialty areas, including cancer (10), diabetes & endocrine disorders (10), digestive disorders (5), neonatal care (8), orthopedics (8), and respiratory disorders (5).

"I am exceptionally pleased that Children's received *U.S. News & World Report's* Honor Roll recognition, and that many of our specialty areas rank in the top ten," said Jim Shmerling, DHA, FACHE, president and chief executive officer, The Children's Hospital. "This honor acknowledges that we are building a future of unparalleled pediatric healthcare based on a foundation of operational and service excellence, all for the benefit of the patients and families we serve."

The methodology used for this year's rankings combined reputation, outcome and care-related measures such as nursing care, advanced technology, credentialing and other factors. The hospitals were judged based on

opinions from pediatric specialists about the hospitals they would recommend for the sickest children and data gathered in a 65-page survey covering important medical information.

Continually recognized as one of the nation's outstanding hospitals by *U.S. News & World Report*, The Children's Hospital is known both for its nationally and internationally recognized medical, research and education programs as well as the full spectrum of everyday care for kids throughout Colorado and surrounding states.

With more than 1,000 healthcare professionals representing the full spectrum of pediatric specialties, The Children's Hospital network of care includes its main campus, fourteen Children's Care Centers and more than 400 outreach clinics.

"Our sponsors, individual donors and community supporters should take pride in this honorable designation," says Children's Miracle Network director, Jennifer Lackey, "It is through the generosity of their time and financial support that our hospital can continue to provide world-class care to the children of this region."

The 2009 rankings are available on newsstands and published on the *U.S. News & World Report's* website.



The Children's Hospital

Your Support Matters

Top children's hospitals thrive in four critical areas: patient care, education, research and advocacy. And they all have one additional element in common: the generous support of donors.

Your philanthropic support helps place Children's consistently among the top 10 best hospitals for kids in the country, and more importantly, provides the best care for kids who come to us for treatment.

Gifts from individuals, foundations and corporations have played a critical role in our ongoing success.

With every dollar you give to Children's Miracle Network, you help to support the areas of greatest need at the hospital, including our programs that are nationally recognized.

In 2008, Children's treated 132,000 children – more than at any time in its history. This year, Children's expects to see more, treat more and heal more children than any other hospital in the region.

As a nonprofit, Children's is committed to placing children first. Between \$.75 and \$.80 of every dollar goes directly to the children and families we serve.

Children like Michelle have a better chance at life because of the coordinated programs that your support makes possible

at Children's. Michelle is a 14 year old who has spent a lot of time at The Children's Hospital. Diagnosed with severe scoliosis in 2006, she wore a brace 22 hours a day. In 2007, she underwent three different

surgeries to straighten her spine. Today her treatments continue, but her experience at Children's has been so positive that she's now volunteering in her local hospital and wants to become a doctor one day herself.

Thank you for all that you have done for Children's and for pediatric healthcare. With your support, we are confident that the next century will be even more promising for future generations.



Sponsor Updates



This May, Wal-Mart embarked on

the biggest challenge in their twenty-two year partnership with Children's Miracle Network. Associates at both Wal-Mart and Sam's Club worked to help raise \$15 million in just 6 weeks! Local Wal-Mart and Sam's associates raised \$318,000 towards the goal, proving their commitment to help kids in their community.



Costco Wholesale raised more than \$330,000 for

Children's Miracle Network in the month of May. Employees and customers alike showed their unwavering support for The Children's Hospital and reached a record-breaking fundraising total.



Carmike Cinemas

This spring thousands of moviegoers at Carmike Cinemas didn't just see the latest action

adventure film; they also had the chance to donate to their Children's Miracle Network hospital. Carmike showed 60-second Children's Miracle Network trailers to encourage patrons to buy a Miracle Balloon; nearly \$15,000 was raised for The Children's Hospital on their behalf.



This year Rite Aid celebrates 15 Years of Miracles and their crystal anniversary as a Children's Miracle

Network partner. To ring in this milestone, Rite Aid locations across Colorado teamed up for another successful Miracle Balloon campaign. Surpassing last year's total, they raised more than \$18,400 for The Children's Hospital this spring.

Play It Safe

Nothing lures kids outdoors more than warm weather and a clear, blue sky. Parents love to see kids outdoors getting exercise and playing with their friends, but those bright and sunny skies also can be the source of health concerns, such as sunburn and heat exhaustion. The good news is that the most common sun-related ailments can be easily prevented.



"When it comes to summertime heat problems, most of the children I see have conditions that could have been prevented," said Genie Roosevelt, MD, emergency room physician at The Children's Hospital and Associate Professor of Pediatrics at the University of Colorado Denver School of Medicine. "Parents can follow a few guidelines to ensure their kids stay safe in the sun."

Sunscreen Ample and Often

Never leave home without it. It's very important to protect yourself and your children from the damaging effects of sun exposure. Follow the recommended application instructions on your sunscreen bottle to ensure you're using enough and reapplying at the correct frequency.

Water, Water Everywhere

It may seem like common sense to stay hydrated but during the summer it could be a life saver. Your child should be encouraged to take water breaks throughout the day especially if they are partaking in high-energy activity. You, and any caregiver including your child's sports coach, should be educated on the appropriate steps to follow at the first signs of heat-related illness.

Limit Daytime Play

Make sure that kids are not outside during the hottest parts of the day and are dressed in light, loose clothing. Parents of older children who play summer sports should discuss heat safety with coaches to be sure they have guidelines in place to keep kids hydrated and prevent overheating.

Source: The Children's Hospital *Shine* Newsletter, summer 2009.

To sign-up for *Shine*, visit www.thechildrenshospital.org/shine

Small Ways to Make a Big Difference

Often people don't realize how the smallest of gestures can make a world of difference.

On **Miracle Treat Day, August 13**, participating Dairy Queen locations will donate proceeds from each Blizzard® treat sold to their local Children's Miracle Network hospital. Looking for a simple way to give back? Consider stopping to treat yourself on the way home from the office, send an email to all your friends to do the same, or mention it to your child's sports coach so the whole team can enjoy a cool treat after a hard practice! To find a participating location near you, visit MiracleTreatDay.com.

After all those Blizzard® treats, you'll need a casual day to loosen your belt! Join us for **Miracle Jeans Day on September 16**. This is a great fundraising program for any company, regardless of the size or the type of business. It is a terrific way to show your employees and customers that you support children's health care. A casual day for you can mean a miracle for a child.



For more information, contact Monique Bronner, Children's Miracle Network Manager at 720-777-1731 or mbronner@tchfdn.org.