

MIRACLE MILESTONES



2017 Fall Issue

Dance Marathon conference welcomes students from four Georgia colleges



Congratulations to KSU Miracle, whose team won the Miracle Maker Year 5-9 Award.



Allison Holker Boss, Maddie Dill and Stephen "Twitch" Boss at a dinner hosted for program executive directors.



Jenna Bush Hager speaking at the 2017 Dance Marathon Leadership Conference.

More than 800 Miracle Network Dance Marathon student leaders, campus and hospital advisors, and corporate partner representatives gathered at the University of Maryland for the 2017 Dance Marathon Leadership Conference (DMLC) July 20-23. Students from the University of Georgia (UGA), Georgia Institute of Technology, Kennesaw State University (KSU) and Emory University were in attendance.

DMLC offers students the opportunity to attend educational sessions to learn leadership skills, trends in peer-to-peer

fundraising, and best practices for campus engagement and event planning. Participants network with other Dance Marathon leaders from across the country to share ideas and discuss opportunities for collaboration.

Jenna Bush Hager joined the conference for a conversation about how to utilize storytelling to get people to buy into your cause and motivated to support you. UGA Miracle Executive Director Maddie Dill had the privilege of attending a dinner hosted by Stephen "Twitch" Boss and

Allison Holker Boss for program executive directors who raised \$1 million or more for their local Children's Miracle Network (CMN) Hospital.

Congratulations to KSU Miracle, whose team won the Miracle Maker Year 5-9 Award, which is a combination of the highest monetary and percentage increases in overall fundraising throughout the last year.

Annual Creeper's Car Show raised \$25K for CMN Hospitals and Special Olympics Georgia

The Creeper's Car Club 27th annual Fun Run and Car Show was held June 10 at Jim R. Miller Park in Marietta, Ga. More than 300 cars, trucks and motorcycles were showcased, and more than 1,000 spectators attended. \$25,000 was donated to CMN Hospitals and Special Olympics Georgia—a \$4,000 increase from the 2016 totals. Miracle Child, Belle, kicked off the morning by sharing her Children's journey and singing to the crowd.

The nonprofit, named for a device used to slide underneath a car, was established in 1960 in Smyrna, Ga., by a small group of men who shared similar interests in show cars, drag racing and hot rods.



Annual fundraiser benefits CMN Hospitals and Special Olympics Georgia.

my miracle birthday

Donate your birthday to CMN Hospitals

Are you looking for ways to celebrate your birthday, or for an easy way to give to charity? Join My Miracle Birthday, a CMN Hospitals fundraising program where participants give charitable contributions to their local children's hospital in lieu of gifts. Anyone at any age can make their birthday a miracle. Visit mymiraclebirthday.org to learn more.

Miracle
Milestones

CMN Miracle Balloon sales hit new market record



More than \$2.2 million was raised during this year's CMN Miracle Balloon campaigns at area Publix and Costco stores.

Publix Super Markets throughout metro Atlanta and north Georgia raised more than \$778,000 for Children's—a new market record. Customers were asked to make \$1, \$3 and \$5 donations during the annual CMN Miracle Balloon coupon campaign June 10 through July 1. In exchange for a donation, they received a set of coupons with savings of up to \$20 on popular brands.

Publix team members also helped make this year's Father's Day weekend extra special for inpatient families by stocking the Publix Super Markets Family Lounge at Scottish Rite Hospital with groceries, coloring sheets and customized grocery bags, in addition to hosting a "The Price is Right"-themed patient party in The Zone.

This May marked 30 years since Costco launched its CMN Miracle Balloon campaign, which resulted in record-breaking donations across CMN, including at Children's. More than \$1.4 million was raised by the nine Atlanta area warehouses and the Costco regional golf tournament. This was more than a \$200,000 increase from their 2016 total.



Costco employees welcome Children's patient, Lars, to their warehouse.

Kristen Bell joins CMN Hospitals

This year's campaign features the CMN Hospitals tagline "Put Your Money Where the Miracles Are" and encourages listeners to donate to their local children's hospital, where continued support is needed to provide the best care for the community.

Kristen Bell will be featured in upcoming Children's advertisements, so be on the lookout for these campaign messages.

Visit choa.org/miracles to learn more.



Kristen Bell joins CMN Hospitals annual campaign.

RE/MAX takes patients out to the ball game

RE/MAX Georgia recently hosted eight Miracle Families from Children's at a Gwinnett Braves game. Three Miracle Kids had special roles at the game, including throwing out the first pitch, serving as the honorary bat kid and serving as the honorary 10th man.

Activities like this show how great a partner RE/MAX has been to CMN Hospitals and Children's since 1992. Thank you, RE/MAX, for 25 years of support.



Children's patient, Parker, served as the honorary bat kid.

Cape Day is back

Some superheroes battle scary villains, but our superheroes at Children's fight something much scarier—illnesses and injuries that many of us could never imagine.

In support of our superhero patients, Cape Day 2017 will be held Friday, Oct. 20. Join us as we celebrate our patients by wearing one of our special made capes, or you are welcome to make your own cape at home to wear and show your support.

Visit choa.org/capedayatl to learn more and purchase your cape today.



Cape Day 2017 will be held Friday, Oct. 20.

Upcoming events

2017 events	Date	For more information
Express Oil Campaign	Now through Sept. 30	mallory.ciotti@choa.org
Love's Travel Stops Balloon Campaign	Now through Sept. 30	beth.agee@choa.org
Wal-Mart and Sam's Club Balloon Campaign	Sept. 21 through Oct. 29	melisa.morrow@choa.org
IHOP Fall Balloon Campaign	Sept. 29 through Oct. 16	beth.agee@choa.org
Great Clips Balloon Campaign	Oct. 1 through Oct. 31	sharon.robinson@choa.org
RE/MAX Play 4 the Kids Golf Classic	Oct. 9	choa.org/play4thekids
Chipotle Give Back Day	Oct. 11	mallory.ciotti@choa.org
La Raza Por Los Ninos Radiothon	Oct. 12 and Oct. 13	choa.org/laraza
Marriott Pro-am Golf Tournament	Oct. 13	choa.org/marriottgolf
Delta Air Lines Golf Tournament	Oct. 13	sharon.robinson@choa.org
Wal-Mart Golf Tournament	Oct. 18	choa.org/walmartgolf
Cape Day	Oct. 20	choa.org/capedayatl
Extra Life Gaming Marathon	Nov. 4	extra-life.org
University of West Georgia Dance Marathon	Nov. 4	abby.wexler@choa.org
Making Miracles Radiothon—Q100, Kicks 101.5, Rock 100.5 and News Radio 106.7	Nov. 30	beth.agee@choa.org
UGA Miracle Dance Marathon	Feb. 17 and Feb. 18, 2018	ugamiracle.org
For the Kids at GT Dance Marathon	March 3, 2018	forthekidsgt.com
Emory Miracle Dance Marathon	March 23, 2018	facebook.com/emorydm
KSU Dance Marathon	March 24, 2018	facebook.com/ksumndm

Additional contact information can be found on the back of this newsletter.

Por Los Ninos Radiothon to be held Oct. 12 and 13

On Thursday, Oct. 12, and Friday, Oct. 13, 102.3/100.1 FM La Raza will host its eighth annual Por Los Ninos Radiothon. All regular programming will be suspended to focus on fundraising efforts within the Hispanic community that will benefit Children's.

Funds from the event will support the growing Children's Primary Care Center of Chamblee, a neighborhood location. The center's population of Hispanic patients is approximately 95 percent.



Por Los Ninos Radiothon is suspending regular programming for Children's Oct. 12 and 13.



Miracle Kid, Lars, enjoys a Blizzard Treat on Miracle Treat Day.

Dairy Queen recently celebrated its 12th annual Miracle Treat Day

Dairy Queen celebrated its 12th annual Miracle Treat Day July 27, where \$1 or more from every Blizzard Treat sold was donated to Children's. Dairy Queen CEO John Gainor, Miracle Kids and local high school sports teams visited restaurants in the Atlanta market for this year's event. A Blizzard eating contest was hosted by local meteorologist Paul Milliken and Fox 5 Atlanta.



Wal-Mart employees wore their 80s best to the Wal-Mart Kickoff.

Wal-Mart and Sam's Club celebrated its 30-year anniversary with CMN

In anticipation of the Wal-Mart and Sam's Club Miracle Balloon campaign, more than 600 leaders and associates attended the campaign pep rally at KSU Marietta Aug. 9. The pep rally featured Hope and Will, London Kimbrough's Miracle Kid story, and 80s-themed decorations and games to kick off the campaign. Don't forget to stop in from Sept. 21 to Oct. 29 and make your donation this fall.

Randal Lowe Plumbing raised \$135,000 for Children's at Town Center expansion

In remembrance of Randal Lowe and his love of kids, the 17th annual Randal Lowe Charity Golf Tournament was held May 16. \$135,000 was raised to support our expansion of Children's at Town Center. The tournament is hosted by family and business owners Gayle Lowe, Cherie Dunn and Randy Lowe. With more than 200 golfers, this is one of the largest fundraising tournaments for Children's.



The Lowe family gathered at the Randal Lowe Charity Golf Tournament.

Miracle
Milestones



NONPROFIT
U.S. Postage
PAID
Atlanta, GA
Permit No. 6722

Children's Healthcare of Atlanta Foundation
1577 Northeast Expressway • Atlanta, GA 30329

You help make miracles happen

Miracle Milestones is published for our donors, CMN Hospitals' local and national partners and Miracle Children. We hope you enjoy receiving this semiannual newsletter as a way of saying thank you for the miracles you help make happen at Children's.

About CMN Hospitals

For more than 30 years, CMN Hospitals has raised funds nationally for more than 170 children's hospitals, including Children's. Since 1983, the local community's generous support of CMN Hospitals has helped raise more than \$79 million for Children's and its three hospitals, Marcus Autism Center and 27 neighborhood locations, including seven Urgent Care Centers.

Fundraising efforts in Atlanta and north Georgia directly benefit Children's, reflecting the CMN Hospitals' pledge to keep 100 percent of donations in the local community.



Like us at [facebook.com/cmnatlanta](https://www.facebook.com/cmnatlanta) so we can share updates on Miracle Children, new things happening at Children's and the latest on campaign initiatives.

If you are a Children's patient interested in participating in CMN Hospitals events, visit choa.org/cmnn for more information.

CMN Hospitals contact information:

Beth Agee
404-785-7366
beth.agee@choa.org

Nancy Koenig
404-785-8623
nancy.koenig@choa.org

Melisa Morrow
404-785-7338
melisa.morrow@choa.org

Sharon Robinson
404-785-7362
sharon.robinson@choa.org

Abby Wexler
404-785-7974
abby.wexler@choa.org

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. Florida Department of Agriculture & Consumer Services Registration Number: CH32240