



Fall 2010

Corporate Connections

Updates from Children's to Keep You Informed

News from Children's

New campus in Forsyth County

Children's Healthcare of Atlanta is expected to open a facility in Cumming in May 2011. The location will serve patient families from Forsyth, Cherokee, Gwinnett, Lumpkin, Dawson and Hall counties.

Carter's donates \$300,000 for playroom renovations

Carter's, a children's apparel manufacturer, recently gave Children's \$300,000 to renovate the playrooms at Children's at Egleston and Children's at Scottish Rite, where child life specialists help children work through their fear and anxiety about treatment in a safe setting.

DI Dash raises \$30,000 for Children's

More than 700 runners participated in the August 5K through the streets of Marietta. "We had a great time and love doing it for Children's Healthcare of Atlanta," said Adam Bruckman, President and CEO, Digital Insurance. "We will keep building every year." Visit www.choa.org/eventapp to plan your own fundraiser or service project for Children's.



Mike Casey, CEO of Carter's, and Donna Hyland, President and CEO of Children's

Ways to help

Child Abuse and Neglect Conference sponsorship opportunities

The Children's Child Protection Center is holding its 10th annual Child Abuse and Neglect Conference Thursday, Oct. 28, and Friday, Oct. 29. This event will provide more than 500 professionals with the knowledge needed to prevent, recognize, report, investigate, and treat child abuse and neglect. Sponsorship packages range from \$500 to \$1,500. Contact Jennifer Felner at jennifer.felner@choa.org or 404-785-7429 for more information.

Join the Distinguished Clowns Corps

The Distinguished Clown Corps has been a tradition of the Children's Christmas Parade since 1991. Each year, this group of Atlanta's leading business executives don clown costumes and interact with the crowd. Contact Beth Zimmerman at beth.zimmerman@choa.org or 404-785-7308 for more information.

Wellness tip

Operation: Prevent Flu

Protect yourself and your family by getting a yearly flu shot. A vaccine is created every year to protect you from multiple strains of this season's viruses. Visit www.choa.org/flu for more information.

Fun fact

Young patients at Children's are carried through the hospital in little red wagons, not wheelchairs. On any given day, more than 90 wagons are carrying patients throughout our hospitals.

OPERATION:
prevent [FLU]

Meet Hudson



Wendi Scheck was 34 weeks pregnant and going for what she thought

would be a normal ultrasound—until she was informed that her soon-to-be born son, Hudson, had a heart tumor.

He was referred to Children's Healthcare of Atlanta where he was diagnosed with tuberous sclerosis, a rare genetic disease that causes benign tumors to grow in the brain and on other vital organs.

In January 2010, in partnership with the Tuberous Sclerosis Alliance (TSA), Children's opened the Tuberous Sclerosis Complex Clinic, which coordinates annual visits with up to seven different physicians to ensure patients have access to pediatric specialists. Wendi, who is now chair of the Tuberous Sclerosis Alliance of Georgia, is grateful as she celebrated Hudson's first birthday in April.

Corporate Connections keeps you updated about what's happening at Children's and shows how the generous support from our corporate community makes a difference in the lives of children.



Children's Healthcare of Atlanta Foundation, Inc.
1687 Tullie Circle NE
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Community events

The Pink Pig at Macy's Lenox Square—Saturday, Oct. 30, 2010, to January 2011

Come ride Priscilla the Pink Pig on train tracks through a life-size storybook featuring Priscilla and her friends. Tickets are available at the Pink Pig kiosk inside Lenox Square. A portion of the ride's proceeds benefits Children's. Visit www.choa.org/pinkpig for more information.

Strong Legs Run—Saturday, Nov. 6, Turner Field

In addition to the 10K qualifier for the 2011 Peachtree Road Race, this event also includes a 5K run/walk, Mascot Trot and 2K Family Fun Run. Visit www.choa.org/stronglegs to register for the 26th annual run.



Star 94 Cares for Kids Radiothon—Thursday, Nov. 18, to Saturday, Nov. 20

Tune in and be inspired by the amazing stories of how Children's made a difference in the lives of patients and their families. In 2009, your generous donations helped raise more than \$558,000 for Children's. Visit www.choa.org/radiothon for more information.



30th annual Children's Christmas Parade—Saturday, Dec. 4, Downtown Atlanta

The parade begins on Peachtree Street near Baker Street and ends at Centennial Olympic Park Drive. If you cannot join us, watch the parade live on WSB-TV Channel 2 (ABC). Visit www.choa.org/parade for more information.



The Children's mission is to enhance the lives of children through excellence in patient care, research and education.

As a not-for-profit organization, Children's Healthcare of Atlanta produces materials in-house using the most cost-efficient paper and printing techniques.

Contact Jai Rogers at jai.rogers@choa.org or call 404-785-7313 to receive our quarterly newsletter by e-mail.

Visit www.choa.org/corporateconnections for more information about the Corporate Connections Program.

Children need Children's and Children's needs You.®