

\*\*\*\*\***MEDIA PITCH**\*\*\*\*\*



**Shriners Hospitals  
for Children®**  
Love to the rescue.®

***Join Shriners Hospitals for Children® at Vermont Teddy Bear Factory for a Barbeque celebrating Fezzy, our Love to the rescue® Ambassador!***

*Teddy Bears Making the Difference for Children and their Families*

**WHEN:** Sunday, June 1, 2014

**WHAT:** For over 90 years, the 22 facilities of Shriners Hospitals for Children have transformed the lives of America's children through innovative pediatric specialty care, world-class research, and outstanding medical education.

At Shriners Hospitals for Children, they know that sometimes it's the small things that can make a big difference in helping a child heal. The use of Teddy bears embodies their commitment to kid-centric education and comprehensive care to aid the healing process for thousands of patients each year. In some cases, Teddy bears are used by medical staff to educate a child prior to surgery by showing them a procedure on the bear first. Other children may receive a bear when they enter the hospital to help alleviate the apprehension surrounding a hospital stay and to help the patient focus on something other than their surgery. In many instances, a Teddy bear given at Shriners Hospitals for Children is the only "non-surgical" item that is allowed to go with the child into the operating room. Sometimes the prosthesis department will even make a cast just like the child's for the bear. All of these special touches help ease a child's stress, which is an important part of the healing process.

Shriners Hospitals for Children provides all aspects of the treatment, surgery, rehabilitation and psychological support for orthopaedic, spinal cord, burn and other specialty care. Treatment is available regardless of the family's ability to pay. The use of bears is just one amazing way to send every child the message that Shriners Hospitals for Children is where they are not only cared for, but loved as well. It's their way to send "Love to the rescue."

**WHY:** In 2013 on National American Teddy Bear Day 2013, Shriners' Hospitals for Children launched it's first ever Love to the rescue Ambassador, Fezzy. The original 4' Fezzy, proudly wearing the iconic Shriner red fez, helped to raise awareness and support for the innovative care available at Shriners Hospitals for Children. Now, Vermont Teddy Bear Factory has come out with a second 18" Fezzy, with 20% of the proceeds benefitting Shriners Hospitals for Children.

Join Shriners Hospitals for Children on Sunday, June 1<sup>st</sup> from 2 - 4pm for a BBQ at Vermont Teddy Bear Factory. Guests will be able to take a tour of the Vermont Teddy Bear Factory, mix & mingle during the BBQ and purchase their own 18" Fezzy Teddy bear.

This event is part of the Shriners Hospitals for Children Canada's Exceptional Care Odyssey, a 66-day, 55-stop cross continent tour in a Ford Explorer dressed like a Shriners' fez, tassel and all. Follow the Odyssey and learn about the construction of the new Canada Shriners Hospital at [exceptionalcare4kids.com](http://exceptionalcare4kids.com).

**VISUAL:** Attached photo of 18" Fezzy Teddy bear as well as still images or b-roll of patient(s) comforted by teddy bears in hospital is available upon request.

**INTERVIEW OPPORTUNITIES:** Representative from Shriners Hospitals for Children Canada



**FOR MORE INFORMATION:**

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**About Shriners Hospitals for Children**

Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our 22 facilities, located in the United States, Canada and Mexico, provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate.

Shriners Hospitals for Children is a 501(c)(3) nonprofit organization and relies on the generosity of donors. All donations are tax deductible.