

MiracleMOMENTS

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Miracle Child *Olivia Frese*

Olivia was seemingly healthy until one night, at 11-months old, she struggled to breathe. She was immediately sent to Penn State Children's Hospital (PSCH) where she began her eleven-month fight for survival. After undergoing numerous surgeries, doctors discovered an abnormality in her trachea and performed cutting-edge reconstructive surgery. Because Olivia's body began to produce scar tissue around her trachea, she had to undergo a tracheotomy. Today, after countless surgeries to remove scar tissue, physical therapy to enable her to walk, and finally the removal of her trach tube, 4-year-old Olivia is doing very well. Along with her parents, Kent and Lisa, Olivia will be giving back to PSCH by hosting the second annual *Olivia's Octoberfest* on **Saturday, October 16**. The backyard carnival will include pumpkin painting, face painting, refreshments, and a silent auction with all proceeds benefiting Children's Miracle Network at Children's Hospital. Thanks in part to Children's Miracle Network, Olivia is beginning to make audible sounds for the first time in three and a half years. *She is a true miracle!*

For more information about becoming a miracle child, please contact the CMN office at (717) 531-6606.



Thank You for a Twentieth Anniversary Milestone!

It was another record-breaking year for Children's Miracle Network. During the twentieth annual CMN "Celebration" broadcast on WGAL-TV8 on June 5 and 6 it was announced that \$2,137,043 was raised in 2003-2004. All CMN funds will support pediatric services and help the thousands of



children treated at Penn State Children's Hospital. Throughout the Telethon more than 1,000 \$20x12 pledges were made to help purchase the equipment for a state-of-the-art Pediatric Operating

Supersuite at Children's Hospital. Top corporate donors included Giant Food Stores, the annual Citadel Broadcasting Company Radiothon, Wal-Mart and Sam's Club, the employees of Hershey Foods, the employees from Penn State Hershey Medical Center and Penn State College of Medicine, Auntie Anne's Inc., The Wyndham Harrisburg-Hershey, and Rite Aid Corporation. CMN has raised over \$20 million for Children's Hospital since it began locally in 1984. Thank you to everyone who supported CMN this year.

Mark your calendars, the 2005 Telethon will be June 4-5.



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Children's Hospital

Special Events

For more information on any of these events call the CMN office at (717) 531-6606.

Making their Mark

On Sunday, May 23, hundreds of volunteers colored their way into the *Guinness Book of World Records* for the largest chalk drawing in one day. The employees of the Hanover Wal-Mart along with the community used sidewalk chalk donated by Crayola® to color a CMN mural measuring more than



30,000 square feet on the parking lot of UTZ Quality Foods. More than \$3,000 was raised for CMN! Special thanks to organizer Linda Smith and lead sponsors Hanover Wal-Mart #1823, Crayola®, and UTZ Quality Foods.

Golf Tournaments Galore

A Celebrity Putting Contest (pictured below) held at the Hershey Golf Club on July 17 kicked off the Giant Food Store's "Our Kids" Golf Tournament that benefited CMN. \$1.1 million was raised from the tournament to benefit six CMN-affiliated children's hospitals including Penn State Children's Hospital. Congratulations also goes out to the following for successful CMN golf



tournaments: Auntie Anne's, Elizabethtown Kiwanis Club, Mott's, East York Wal-Mart, Penn State Hershey Medical Center and Penn State College of Medicine Employees, and Hershey Foods Employees. Thanks to Turkey Hill Minit Markets and Cooper-Booth Wholesale for their upcoming CMN golf tournaments.

The "Miracle Maze" gets Haunted

The third annual "Miracle Maze" is now open to benefit Children's Miracle Network. The 2004 corn maze includes a family-friendly haunted adventure in addition to two racing car themed mazes. The maze is located at Adventure Sports along Route 743 in Hershey. It opens to the public Labor Day weekend and will be open through October 31. For more information or for group rates, call (717) 533-7479 or visit: www.pennstatecmn.com.

Fifteenth Annual Penn State Children's Hospital Miracle Ball & Fashion Show

The annual CMN Fashion Show will be held September 20 at the Wyndham Harrisburg-Hershey and will kick off the Miracle Ball. The Penn State Children's Hospital Miracle Ball will be held on Saturday, November 6 at the Hilton Harrisburg and Towers. This year's black-tie event will include a reception, dinner, a live and silent auction, and dancing with music provided by

"Bonnie Boyer Band".

Last year more than 400 were in attendance and \$104,056 was raised for CMN. Tickets are first come, first served! For more information about

purchasing tickets or corporate sponsorship opportunities, call the CMN office.

Penn State Children's Hospital Merchandise

Visit the CMN website to see what's new for 2004-05 in Penn State Children's Hospital & CMN merchandise. Some items include: PSCH embroidered polo and denim shirts, travel coffee mugs, and the 2004 limited edition CMN teddy bears. All proceeds benefit CMN. For more information please visit: www.pennstatecmn.com.

Rite Aid Executive Car Wash Clean Up

The fifth annual Rite Aid Executive Car Wash held on June 10, 2004, reached new heights. Rite Aid President and CEO Mary Sammons alongside 70 members of management rolled up their sleeves to scrub associates' cars clean to benefit CMN. Other attractions at this all-day event included a dunk tank, raffle, and hot dog eating contest. Hoping to double the \$14,000 raised in 2003, the Rite Aid team of volunteers surpassed their goal by raising over



\$40,000 for CMN at Children's Hospital! Thank you to organizer Jody Cook and all of the volunteers who made this possible. *Congratulations and thank you to Rite Aid!*

CMN Dollars at Work!

Each year, the funds raised through CMN are allocated to support pediatric services at Penn State Children's Hospital to improve the quality of life for children in need of medical care.

CMN is providing start-up funding for a part-time pediatric chaplain at Penn State Children's Hospital. This position will exclusively serve the pediatric patients and their families as well as Children's Hospital staff by providing continuous spiritual and emotional support.

The funding request for this program was submitted for consideration by the Family Advisory Council (FAC), a group of parents and families of former patients and staff members. They meet monthly to discuss ideas to improve the care provided at Children's Hospital. The council is very pleased to see this additional resource made available. "Over the past year and a half, the FAC has examined spiritual and emotional needs of patients and families at the Children's Hospital. Thank you for helping initiate this advancement. It will positively impact patient and family experiences while at Penn State Children's Hospital," said Patti Agosti, chair of FAC.

The part-time pediatric chaplain is just one of the many ways that CMN funds help to enhance family-centered care at Children's Hospital. *Your donation makes a difference.*

KUDOS TO...

Every year, hundreds of individuals, businesses, and organizations volunteer countless hours to Children's Miracle Network. Although we don't have the space to thank everyone who supports Children's Miracle Network, we wanted to recognize a few folks for their support this year.

The managers and associates of Wal-Mart and Sam's Club for raising more than \$38,000 for CMN during their "Rooftop" fundraising event held on April 23-25.

The agents of RE/MAX at Hershey for becoming a Miracle Office and making a donation to CMN for each real estate transaction.

The Mechanicsburg Wal-Mart for celebrating their re-opening on May 12 by presenting CMN with a \$3,000 check.

Harrisburg Costco Wholesale for holding a successful Business Expo on May 22 to benefit CMN.

The employees of Hershey Foods for their outstanding Chocolate Miracle 5K Run and one-mile Fun Run/Walk on July 17.

Turkey Hill Minit Markets for designating September as Miracle Month in their stores. Stop in and buy a paper CMN Miracle Balloon at your local Turkey Hill to show your support.

The Lancaster Area Safe Truck Driving Committee for the annual Truckers for Miracle Kids event at Buck Motorsports Park on August 21. The event included a truck driving competition, games, food, and auction.

The members of the Elstonville Motorcycle Club for their Great American Fake Snake Hunt on

June 5, and their Motorcycle Caring and Sharing Ride on June 20. Proceeds from these two events and a motorcycle raffle were donated to CMN.

Shirley Leiter of Eckerd Drug #6379 in Etters for selling \$2,100 in CMN Miracle Balloons during the Eckerd Drug six-week balloon campaign in April and May.

Barry Olvitt and the York County Harley Davidson Owners Association for the third annual "Christmas Jam" at the East York Wal-Mart on August 15. Funds raised will be used to purchase toys for their annual Toy Run to Children's Hospital on November 6.

The Middletown & Hummelstown Railroad for their Train Robbery on June 27 and July 10 & 31 to benefit CMN.

Shawn Gilgore and family for hosting the tenth annual Shawn Gilgore Carnival on May 29 that raised \$4,844 for Children's Miracle Network at Penn State Children's Hospital.

The employees of TYCO Electronics for their car wash held on June 25 to benefit CMN.

The Penn State Hershey Medical Center Facilities Department for a successful Clay Shoot on April 3.

THANK YOU!



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Save the Date

September 20, 2004

Fashion Show; Wyndham Harrisburg-Hershey

September 26, 2004

NASCAR Caravan to Dover 400
Winston Cup Series

November 6, 2004

Fifteenth Annual Penn State Children's Hospital Miracle Ball; Hilton Harrisburg and Towers, black-tie event

February 2005

Radiothon; broadcast on I105 and RED 102.3

March 14, 2005

Miracle Party; Hershey Lodge & Convention Center

June 4-5, 2005

"Celebration" Broadcast; broadcast on WGAL-TV8

These are just a few of the many scheduled CMN events. For a complete listing, visit our website at: www.pennstatecmn.com.

Fund Raising Forum

Last year, more than \$2.1 million was raised for Penn State Children's Hospital through countless CMN fundraisers. All of that funding goes directly toward pediatric patient services, research, equipment, and program services at Children's Hospital. Here are some fundraisers that you may want to consider organizing:

Cookbook Sales

Get associates and family members to contribute some of their favorite recipes and compile a CMN cookbook filled with Miracle Recipes. Local celebrities can also be asked to participate, i.e., the mayor, local television and radio broadcasters, athletic coaches and others whose names are well known.

Mile of Quarters

Have collection jars around your location with signage referring to a "Mile of Quarters" or a "Mile of Miracles". Some 70,400 quarters placed side-by-side stretch the length of a mile. This is a fun and easy fundraiser that has raised \$17,600.

These are just a few ideas, so feel free to be creative.

If you would like a comprehensive CMN Fund Raising Resource Guide please visit the "How to Support CMN" page of www.pennstatecmn.com or contact the CMN office at (717) 531-6606.

Thank you to the top sponsors of Children's Miracle Network at Penn State Children's Hospital.



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College of Medicine