

Making Miracles Every Day

The Story of Children's Miracle Network

SPECIAL PROMOTIONAL SECTION

Saving Lives and Helping Kids Get Better

Imagine a world where pediatric cancer clinics sit empty because childhood cancer no longer threatens young lives. Imagine a world where children's lives are no longer cut short by childhood diseases like cystic fibrosis, sickle cell or pediatric AIDS. Children's Miracle Network is striving to make that world a reality through cutting-edge research at the finest children's hospitals across North America.

Each year the 170 Children's Miracle Network children's hospitals treat millions of kids for diseases and injuries of every kind. From the most delicate of heart transplants to the gentle healing of tiny broken bones, children's hospitals care for children the way no one else can.

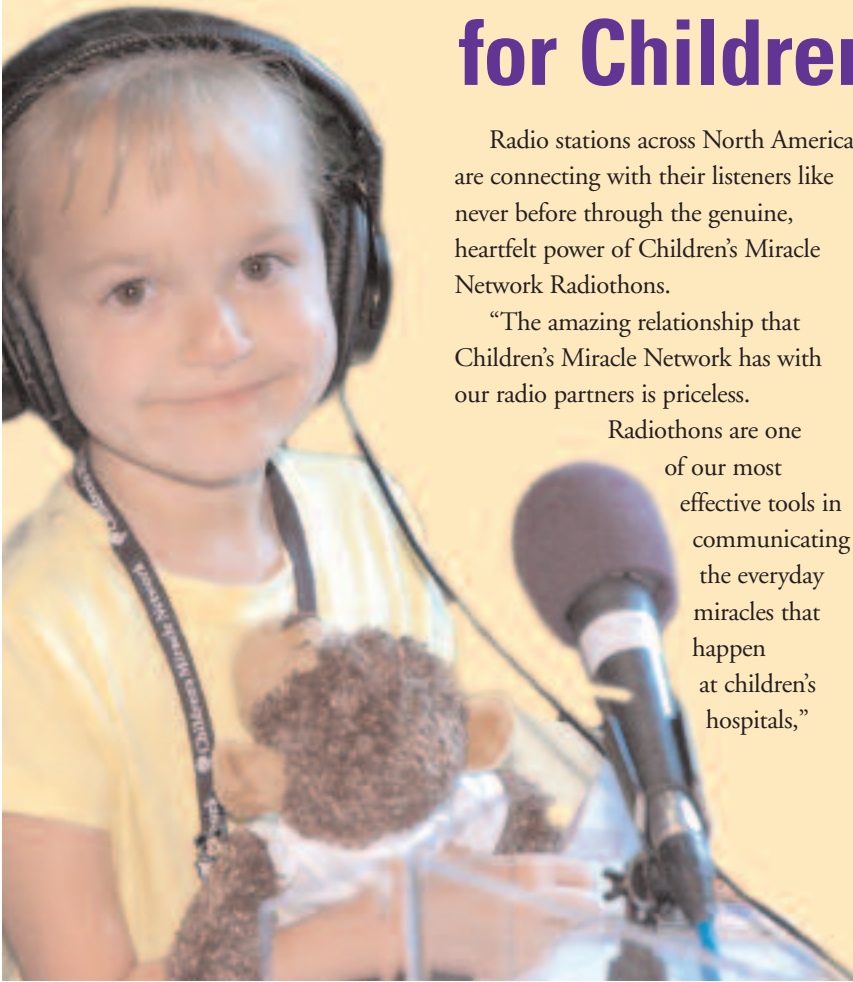
Fletcher Simpson of Bangor, Maine found out he had a brain tumor at age 6, but it didn't slow him down a bit. In fact, when his best friend told him he was a "really cool bald kid" after losing his hair, Fletcher was so thrilled that he announced he'd keep his head shaved even when his hair grew back so he could still be the "cool kid."

Now 8 years old and loving life, Fletcher is one of the 17 million kids treated each year at Children's Miracle Network hospitals. Every hour of every day, kids like Fletcher depend on the specialized pediatric treatments, medical advances and child-centered care that make children's hospitals unique.



Fletcher Simpson overcame a brain tumor at age 6. He is one of the 17 million kids treated each year at Children's Miracle Network hospitals.

Radio's Labor of Love for Children's Hospitals



Radio stations across North America are connecting with their listeners like never before through the genuine, heartfelt power of Children's Miracle Network Radiothons.

"The amazing relationship that Children's Miracle Network has with our radio partners is priceless.

Radiothons are one of our most effective tools in communicating the everyday miracles that happen at children's hospitals,"

said Children's Miracle Network co-founder Marie Osmond.

Children's Miracle Network Radiothons are generously underwritten by Foresters, a financial services organization inspired by helping children. These Radiothons are a labor of love for the 250 radio stations that participate to support the children's hospitals in their communities. The impact of their efforts is tremendous. In Chicago, Ill., radio station 101.9 FM The Mix (WTMX) raised more than \$2.1 million for Children's Memorial Hospital in a single event.

"It's a very fulfilling feeling as a broadcaster to give back to the community this way," said Gord Taylor, program director at 106.9 FM The Bear in Ottawa. "In many ways, we get just as much out of the Radiothon as the children and the hospital do. It's an incredibly emotional experience."

Passing the Torch for Kids

Children's Miracle Network sponsors continue to find innovative ways to raise much-needed dollars for children's hospitals. As a case in point, Marriott International embarks on an annual Torch Relay to benefit Children's Miracle Network. Their most recent event involved more than 3,000 participants who were eager to help kids.

"We are dedicated to supporting the 170 children's hospitals that make up Children's Miracle Network and we look forward to walking, running and biking



our way to this year's fund raising goal," announced Steve Weisz, president of Marriott Vacation Club International, at the event's kick-off.

Marriott's torch began its nationwide journey in Washington, D.C., and traveled 5,300 miles across the United States, finally coming to rest in Los Angeles, Calif. In the end, this large-scale event exceeded expectations and raised \$622,000 for kids treated at Children's Miracle Network hospitals.

Doing Their Part

It's about individuals who are willing to get involved, willing to reach out, willing to make a difference in the lives of children. Dedicated sponsors and caring customers are the heart and soul of Children's Miracle Network. Their commitment to helping children overcome illness and injury is unparalleled.

Nowhere is that commitment more evident than in the ongoing efforts of Wal-Mart and SAM'S CLUB associates and customers to support Children's Miracle Network. In fact, Children's Miracle Network has become a passion for these associates, who have raised more than \$350 million for children's hospitals in their communities over the past 19 years.

"Wal-Mart has a history of giving back to the community, and we are proud of our associates who have been committed to making a difference in their communities. They have helped make miracles possible for millions of children across the nation," said Betsy Reithmeyer, vice president, Wal-Mart Corporate Affairs & Foundation.

In Gloucester, Va., Wal-Mart associate Alice Corbett has a unique style of fund raising that not only gets attention from customers, but also raises a great deal of money for her Children's Miracle Network hospital in Norfolk, Va. To encourage donations, Corbett can sometimes be found riding around the store on a three-wheel bike dressed as a bunny or a clown. "People love it," Corbett said. "I love the kids and that's who it's for."



Alice Corbett, a Wal-Mart associate from Gloucester, Va., shows her unique flair for helping kids at her Children's Miracle Network children's hospital.

Wal-Mart greeter Wally Straight, a long-time supporter of Children's Miracle Network in Newark, N.J., continues to lead the way in fund raising. Since 2002, he has single-handedly raised more than \$112,000 for his Children's Miracle Network children's hospital in Rochester, N.Y. Most known for his crazy hats,



Wal-Mart greeter Wally Straight has single-handedly raised more than \$112,000 for his Children's Miracle Network children's hospital since 2002.

Straight never tires of asking customers to donate for the children. Straight's motivation for helping kids through Children's Miracle Network echoes a sentiment shared by thousands of others. "If we can do something to help prevent another child from dying, we will have done our part," he said.

Sports Greats Hit the Links for Kids

When some of the best professional athletes from the NFL, NBA, NHL and MLB come together on a golf course, there's good reason to tune in. When those athletes hit the links to help children overcome life-threatening illness and injury, there's reason to cheer. This week on The Golf Channel, players such as Pro Football Hall of Fame quarterback Steve Young and renowned wide receiver Tim Brown will compete in the Ace Hardware Golf Shootout benefiting Children's Miracle Network.

"I know that when I go home and sleep after this event I'm going to feel

better about myself and feel like I did something to help some kids," said Brown.

He isn't the only one. Over the past few years this televised event has brought together some of the all-time greats on behalf of Children's Miracle Network, including the NBA's legendary Julius "Dr. J" Erving, pro hockey star Eric Lindros, and future Pro Football Hall of Famer Jerry Rice.

"There is a spirit of Children's Miracle Network that has grown over the years that people really respond to, and I think that is what makes it really work," said Young.



NFL legend Tim Brown tees off to help kids treated at Children's Miracle Network hospitals.

The Ace Golf Shootout benefiting Children's Miracle Network airs May 6, 7 & 10 on The Golf Channel.

Helping Kids a Million Times More

Year in and year out, the life-saving work of children's hospitals is advanced by the tireless efforts of Children's Miracle Network sponsors. Rather than writing a check and walking away, the dedicated sponsors that support Children's Miracle Network have made helping children an integral part of their company culture.

These sponsors continue to expand the definition of what it means to be good corporate citizens that make a significant impact in their communities. Five Children's Miracle Network sponsors were honored recently for raising the bar even higher by increasing their annual fund raising contributions by \$1 million or more. RE/MAX, Wal-Mart, Marriott, Food Lion and Canada's TD Bank demonstrated their ever-increasing commitment to children with million-dollar increases this past year.



Carolynn Bond of RE/MAX accepts an award for a million-dollar fund raising increase for Children's Miracle Network.

"Our sponsorship of Children's Miracle Network is an integral part of the RE/MAX system's fundamental values. It is not an afterthought," said RE/MAX community affairs director Carolynn Bond. Through their Miracle Home program, RE/MAX associates make a donation for every home bought or sold. "There is no better way to help kids than by supporting Children's Miracle Network," Bond added.

From in-store fundraisers to community events to personal donations, the executives and employees of Children's Miracle Network sponsors jump in with both feet and energize their customers to support the cause so close to their hearts.

"Children's Miracle Network does so much for children's hospitals all over America," said Marriott International chairman and CEO Bill Marriott. "What better investment can you make than helping sick kids get better?"

Miracle Balloon Celebrates 20 Years of Saving Lives \$1 at a Time

It's hard to imagine that an idea born in a small Connecticut town in 1986 could become a wildly successful international fund raising program that has generated more than \$250 million for children's hospitals so far. The idea is strikingly simple—corporate sponsors ask customers to donate \$1 to Children's Miracle Network by “buying” a red and yellow paper Miracle Balloon. Customers then sign the balloons and the store displays them.

Now celebrating its 20th anniversary, the Miracle Balloon was the creative

genius of Eleanor Lancey of East Hampton, Conn. Armed with determination, a passion for fund raising, and a creative idea, Lancey took the Children's Miracle Network logo, put the name of her local children's hospital on the front and began knocking on business doors, asking them to sell the balloons for donations. She could never have imagined the massive impact of her idea, which became a national Children's Miracle Network program that sparked a new trend in fund raising.

Miracle Balloons are the largest, most

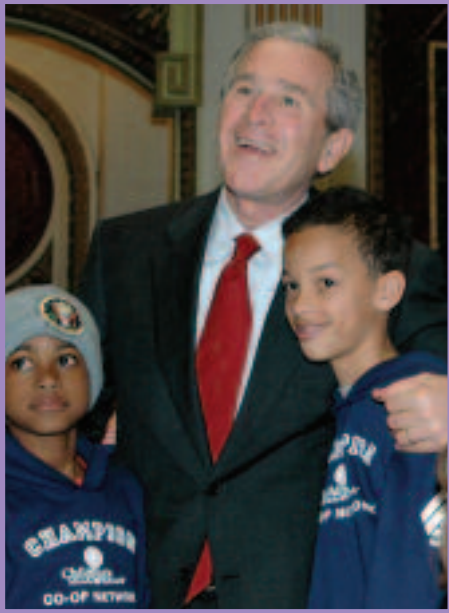
successful Children's Miracle Network fund raising program to date, and remain the most recognizable symbol of this children's charity. Today Miracle Balloon donations continue into the millions and the program shows no sign of losing steam. In 2006 alone, 32 million Miracle Balloons will be printed as Children's Miracle Network continues to steadily acquire national sponsors excited to participate in the program.

The connection people have to children's hospitals is clear when seeing the millions of donors' names on Miracle Balloons hanging from ceilings, walls and windows in more than 33,280 North American locations. The sky truly is the limit for these remarkable paper balloons that are taking children's healthcare to new heights.

Where Can I Find Miracle Balloons?

| | |
|-----------------|-----------------|
| Wal-Mart | Goody's |
| SAM'S CLUB | Carmike Cinemas |
| Rite Aid | Fred's |
| Food Lion | Auntie Anne's |
| Valero | Papa John's |
| Eckerd Pharmacy | Kroger |
| Dairy Queen | Pathmark |
| Great Clips | Circle K |
| Sunoco | Quick Chek |
| WaWa's | Dillons |
| Mac's | Kinney Drugs |
| Chevron | Brookshire's |
| Golden Corral | Golf Galaxy |
| Ace Hardware | |

Celebrating Real Champions



Former children's hospital patients celebrate their triumphs and meet with President George W. Bush as part of Children's Miracle Network's Champions Across America presented by CO-OP Network.



While going through the horrifying trauma of having a critically ill child, we had no idea that the equipment, medical research and even the ambulance that aided in saving Shannon's life were all a result of Children's Miracle Network proceeds," said Kathie Smowton of Winter Garden, Fla. "We are forever grateful."

Smowton's 6-year-old daughter Shannon was stricken with a deadly kidney disease after being infected by E. coli bacteria at a local petting zoo. A year ago, Shannon was fighting for her life in the pediatric intensive care unit.

This spring, Shannon celebrated her recovery as she took part in Children's Miracle Network's Champions Across America presented by CO-OP Network.

Shannon joined children from every state who have been treated at Children's Miracle Network hospitals to share their personal triumphs and celebrate the life-saving work of children's hospitals.

"Children's hospitals are vitally important to our society because as parents we know the hospitals that specialize in treating children have the top-notch pediatric staff and equipment needed to properly care for our children

and bring them back to good health," said Susan Smith of Elizabethtown, Pa., whose 7-year-old son R.J. went into full cardiac arrest three years ago after sudden, unexplained heart failure. Today he is thriving.

Thanks to CO-OP Network, the nation's largest credit union ATM network, R.J. and the other "champion" children traveled to Washington, D.C.,

where they met with President Bush, and to Walt Disney World, where they participated in the Children's Miracle Network Celebration. For years, the credit union industry has supported Children's Miracle Network; this year several credit unions teamed up with CO-OP Network to co-sponsor the champion child from their state, including Suncoast Schools Federal Credit Union

in Florida, Anheuser-Busch Employees' Credit Union in Missouri, Centris Federal Credit Union in Nebraska, Community One Federal Credit Union in Nevada, First Tech Credit Union in Oregon and Mountain America Credit Union in Utah.

Smowton said of her family's involvement in Champions Across America, "Our life has changed because of this experience."



Shannon Smowton, 6, overcame a deadly kidney disease.

"We are forever grateful"

—Kathie Smowton



**CO-OP
Network and
credit unions
throughout
America
are proud to
support
Children's
Miracle
Network.**



Lauren Choi, 7, overcame a severe spinal cord injury and is walking again, thanks to the care she received at her Children's Miracle Network children's hospital.



Thank you to our many caring sponsors who make miracles happen every day for kids at Children's Miracle Network hospitals.

His first words will most likely be "thank you"



With us, it's personal.

