

The Public Relations Voice

A FRATERNAL NEWSLETTER



Shriners International

February 2018

A Message from Your Public Relations Chairman

Dear Fellow Nobles,

While the first day of spring isn't until March 20, a sure sign that it's coming is the return of baseball. Spring training games have begun, and the Shriners Hospitals for Children College Classic will be held March 2-4 at Minute Maid Park, home of the Houston Astros.

The three-day event provides opportunities to raise awareness and even garner media attention for both Shriners Hospitals and Shriners International. This is the 18th year for the popular event, and the fourth year as one of our organization's signature events. This year's competition will feature three programs from local universities: The University of Houston, Sam Houston State and Louisiana-Lafayette, and three from the SEC: Mississippi State, Vanderbilt and Kentucky. All nine games will pit a local university against an SEC opponent.

Participation in events like the College Classic provide opportunities to raise awareness and garner media coverage for our two great organizations, as well as chances for Shriners to gather together, catch up with their fraternal brothers, and even share their stories with other spectators in attendance. For more information, please visit <https://www.mlb.com/astros/tickets/college-classic>.

Although Imperial Session isn't until July, it's not too early to be making plans to attend. This year, we return to Daytona Beach, Florida, where there is definitely something for everyone to enjoy – from a world-famous beach to a motorcycle run. Imperial Session is our annual "family reunion" – the time when our huge global family gathers, and we have the chance to catch up with old friends, to make new ones, and strengthen our individual commitments to the ideals of our fraternity – fun, fellowship and service to others.

Imperial Session is also the time when fraternity leaders from all levels meet to determine and discuss the best course of action to achieve the goals of Shriners International and Shriners Hospitals for Children®. These goals include increasing membership numbers while remaining aware of the needs and interests of our current nobles, and ensuring that our health care system functions as efficiently and effectively as possible. Understanding the complex factors affecting these goals and making the

best decisions for the future of our two great organizations requires listening, patience and discernment. Imperial Session is the place where you can learn more about these important issues, and resolve to do your part to strengthen and preserve your fraternity and philanthropy.

Along those lines, please remember that the responsibility for increasing our membership numbers belongs to each one of us, as well as temple leaders and our headquarters. On an individual level, doing our part shouldn't be that difficult. Each of us became a Shriner for our own important reasons, and each of us should be very proud of the work of both our fraternity and philanthropy, and want to invite others to be part of these amazing efforts and organizations. The I AM R U program provides an easy and effective way for you to do just that.– all you need to do is share the names of the good men you know that you would like to be part of our brotherhood. The referral program will generate further contact and provide information about our fraternity. To learn more, please visit beashrinernow.com/referral.

We look forward to seeing as many of you as possible at the Shriners Hospitals for Children College Classic in Houston in just a few days, and in Daytona Beach in July for Imperial Session.

Thank you for all you do for your fraternity and philanthropy.



Yours in the faith,



Jim L. Cain Sr.
Imperial Chief Rabban
Public Relations Chairman



David Ragan Die-Cast Car Now Available

As we announced last month, Shriners Hospitals for Children will once again sponsor David Ragan and the Front Row Motorsports No. 38 Ford Fusion during three 2018 Monster Energy NASCAR Cup Series races:

- **May 6 - Dover International Speedway**
- **July 7 - Daytona International Speedway**
- **Aug. 18 - Bristol Motor Speedway**

We also want to let everyone know that the die-cast car, featuring the 2017 paint scheme on Ragan's No. 38 Ford Fusion in the NASCAR Coke Zero 400, is now available to order at davidraganstore.com. Autographed versions are available, and a portion of the proceeds from the sale of each car will be donated directly to Shriners Hospitals for Children.

This commemorative paint scheme celebrates the more than 95 years that Shriners Hospitals for Children has provided specialty pediatric care to children, regardless of the families' ability to pay.

Additionally, all co-branded Shriners Hospitals for Children and David Ragan apparel is also available for purchase at davidraganstore.com. Select items have been autographed by Ragan. Adult and youth sizes are available.

To place your orders today, please visit davidraganstore.com.

Use promo code **Shriners18** for free shipping on orders \$65 and over.

The Shriners Hospitals for Children College Classic Is Almost Here

College baseball season is upon us, and we are looking forward to hosting some of the nation's premier collegiate baseball teams during the 2018 Shriners Hospitals for Children College Classic. The event will be held March 2-4 at Minute Maid Park, home of the 2017 World Series champion Houston Astros.

Three local universities, including the University of Houston, Sam Houston State and Louisiana-Lafayette, and three from the Southeastern Conference (SEC), Mississippi State, Vanderbilt and Kentucky, will take the field in support of our philanthropic mission.

The 2018 tournament features a strong lineup. All six teams are ranked in Collegiate Baseball's Fabulous 40 NCAA Division I pre-season poll: Vanderbilt (#6), Kentucky (#8), Mississippi State (#13), Louisiana-Lafayette (#18), Houston (#30) and Sam Houston State (#32).

There will also be a Walk for LOVE on Saturday, March 3. This one-of-a-kind family-friendly event will include a 1-mile

walk (four laps) around the field at Minute Maid Park. Registration for the Walk for LOVE also includes a general admission ticket to the tournament. To register, visit donate.lovetotherescue.org/event/walk-for-love-college-classic/e164716.



If you can't make it to Houston for the tournament, it will be televised on AT&T SportsNet Southwest, available regionally. Viewers throughout the country with subscriptions can see the games live via the AT&T SportsNet app. Additionally, MLB.com will stream the games live; viewing will be available for free world-wide via mobile and personal electronic devices.

For more information about the Shriners Hospitals for Children College Classic, please visit <https://www.mlb.com/astros/tickets/college-classic>.

Why We're Here: Meet Shelby

Shelby is full of life. She can often be found swinging on the playground, chasing after her sisters in the yard or filling a room with her infectious laughter. It is difficult to imagine that she was not always a bubbly, energetic little girl, free to run and play.

"A few years ago, my daughter was hurting and missing out on her childhood," said Alyssa, 5-year-old Shelby's mom. "Shriners Hospitals for Children — Greenville gave it back to her."

When Shelby was brought to the Greenville Shriners Hospital at age 2, doctors diagnosed her with juvenile idiopathic arthritis (JIA), a painful inflammatory disease of the joints. While JIA is the most common type of arthritis in children, the symptoms and signs are often different and can vary case by case with each child.



For Shelby, the signs appeared in the form of her inability to straighten joints, pain in her legs and limited mobility.

"When we came to the Greenville Shriners Hospital, Shelby could barely walk. She could only move a few feet at a time and couldn't straighten her legs," Alyssa explained.

Although there is no cure for JIA, an aggressive treatment plan can help with controlling the pain and inflammation. For Shelby, physicians chose injections to help quiet the active arthritis in her knee joints, as well as ankle/foot braces for support. Weekly physical therapy sessions were also added to her treatment plan, helping to completely restore her mobility.

For Shelby and her family, the excellent care she received at the hospital not only meant more manageable symptoms and less pain, it also meant that she was given back the wonder of childhood.

"To me, Shriners Hospitals for Children means a little girl who can walk through the grass and pick flowers," said Alyssa. "It means a little girl who can climb stairs and run after her sisters; it's dancing, jumping and chasing fireflies. It's even the ability to climb on the kitchen counter to sneak cookies when Mommy isn't looking. Those are all things Shelby could not do before she came to Greenville Shriners Hospital. The hospital took away my child's pain and gave her back her ability to walk. Those are priceless things and it means so, so much to our family."

Award-Winning Hospitals

Our health care system lives up to its promise to provide high-quality care. Press Ganey, an organization that works with health care providers to enhance and improve safety, quality and the health care experience, honored four of our hospitals with prestigious awards in 2017:

Shriners Hospitals for Children — Canada, Guardian of Excellence Award in Inpatient Pediatrics

Shriners Hospitals for Children — Greenville, Guardian of Excellence Award in Ambulatory Surgery

Shriners Hospitals for Children — Philadelphia, Guardian of Excellence Award in Inpatient Pediatrics

Shriners Hospitals for Children — Tampa, Pinnacle of Excellence Award in Inpatient Pediatrics

Congratulations and thank you for your constant and consistent efforts to improve the lives of children and families.



Shriners Hospitals
for Children®

The 2018 Dromedary Awards Competition Now Accepting Entries

Honoring excellence in temple communications, the Dromedary Awards present a chance for temples to show off their best communication pieces and receive helpful feedback from Shriners International in return. Temples can enter in each of the five categories:

- **Magazines**
- **Newspapers/Newsletters**
- **Websites**
- **Facebook Pages**
- **Email Communications**

Two winners and two honorable mentions will be chosen in each category. The deadline to enter is May 4, 2018.

Click here to download the rules, guidelines and judging criteria.

Click here to download the entry form.

Click here to download a printable flyer.

Click here to download a list of 2017 winners and Dromedary Awards helpful hints.

If you have any questions, please contact the corporate public relations department at 813-281-8162, or email shrinepr@shrinenet.org. Good luck!



The 2018 Imperial Session in Daytona Beach

The 144th Imperial Session of Shriners International will be taking place Sunday, July 15, through Thursday, July 19, in sunny Daytona Beach, Florida.

Transportation

The Daytona Beach area is very accessible, whether you are traveling by car or flying. Just check out our link imperial2018.com/transportation to book all your transportation needs.

Getting Here Couldn't Be Easier

Visitors can now fly directly into Daytona Beach International Airport via JetBlue, Delta (via Atlanta, Georgia), and American Airlines (via Charlotte, North Carolina). The Daytona Beach International Airport is only a few minutes' drive to most oceanfront hotels.

The Orlando International Airport is located an hour's drive from Daytona Beach, and is one of the nation's major airports and is serviced by many domestic and international carriers.



At the Orlando Sanford Airport, international charter and scheduled domestic service are available. The Daytona Beach area is located 35 miles northeast of the Orlando Sanford Airport via Interstate 4.

Driving Directions: Driving to the Daytona Beach area is easy, as two of the state's major interstates intersect here – Interstate 95, which runs north and south, and Interstate 4, which comes in from the west.

Dining in Daytona Beach

No matter what you're in the mood for, Daytona Beach is prepared to

satisfy. Dining in Daytona Beach means you can savor tastes from fine steak houses, charming Italian trattorias, favorite family eateries, and, of course – being located on Florida's east coast – fresh seafood restaurants. Daytona Beach is also a hub for elevated casual cuisine, cool cafes, and trendy new eateries – from breezy oceanfront breakfasts to scenic candlelight dinners, and pretty much everything in between. Add some exceptional craft beer to your itinerary and experience the growing Daytona Beach Ale Trail featuring more than 15 local craft breweries and tap rooms. Be sure to bring your appetite for flavor, fun and more. To discover more dining options, please visit DaytonaBeach.com.

For more information about our fraternity's largest and most exciting event of the year, please visit imperial2018.com.

Save the Date

March 2 – 4, 2018: Shriners Hospitals for Children College Classic

July 15 – 19, 2018: Imperial Session of Shriners International

September 26-27, 2018: Shriners Public Relations Conference

CONTACT US

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