



For Immediate Release

Believe in the Season of Hope

SickKids Foundation launches SickKids Holiday Giving Guide

TORONTO, ON – With the belief that every child deserves to be home and healthy during the holidays, SickKids Foundation is pleased to announce its first SickKids Holiday Giving Guide, one-stop shopping for every gift list. Featuring designer clothes, jewellery and exclusive auction items, all proceeds from the SickKids Holiday Giving Guide will go towards the life-saving work at The Hospital for Sick Children.

At a time of year when the spirit of giving naturally increases, SickKids Foundation introduces a number of ways to transform holiday celebrations and traditions into much broader celebrations of health and well-being for children everywhere.

There are many ways to give. SickKids Holiday Giving Guide includes:

- ❖ **SickKids BelieveWear** – a collection of books, jewellery, clothing from Canadian designer Virginia Johnson, SickKids branded merchandise and a special holiday ornament
- ❖ **Holiday Greeting Cards** – ideal for clients, family and friends. New and exclusive designs are featured each year
- ❖ **SickKids Celebrations** – a selection of party planning ideas which can help create a meaningful and memorable event with proceeds going to SickKids
- ❖ **SickKids Holiday Wish List** – a donation can be put toward a ‘wish list’ of much-needed equipment, supplies and special programs for kids in hospital
- ❖ **SickKids Believe Holiday Auction** – shopping made easy. Auction items such as sports, fashion, trips, vehicles, jewellery, entertainment, electronics, spas, toys and one-of-a-kind experiences will be featured each week
- ❖ **SickKids Holiday Tribute Program** – a meaningful way to make a donation in the name of friends, family members or special people in children’s lives

Visit www.sickkidsfoundation.com for holiday giving ideas and make a difference in a child’s life this holiday season.

[Editorial note: SickKids Holiday Giving Guide will be available online starting September 2006.]

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For more information, please contact:

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About SickKids Foundation

In 2005, SickKids Foundation launched the largest fundraising campaign for a hospital in Canada with a target of \$500 million to be reached by 2011. The SickKids “Believe.” Fundraising Campaign will raise much needed funds for equipment, space and people, all in support of improvements in child health on behalf of every child, everywhere. Established in 1972, the mission of SickKids Foundation is to inspire our communities to invest in health and scientific advances to improve the lives of children and their families in Canada and around the world. Our vision: *Healthier Children. A Better World.*

In addition to its support of The Hospital for Sick Children, the Foundation has a mandate to support children’s health on a national basis. Through its National Grants Program, SickKids Foundation invests \$3.5 million annually across Canada in paediatric research, focusing on issues important to children’s health which have not been addressed elsewhere.

About The Hospital for Sick Children

The Hospital for Sick Children (SickKids), affiliated with the University of Toronto, is Canada’s most research-intensive hospital and the largest centre dedicated to improving children’s health in the country. As innovators in child health, SickKids improves the health of children by integrating care, research and teaching. Our mission is to provide the best in complex and specialized care by creating scientific and clinical advancements, sharing our knowledge and expertise and championing the development of an accessible, comprehensive and sustainable child health system. For more information, please visit www.sickkids.ca. SickKids is committed to healthier children for a better world.

SickKids Fast Facts (2005/06)

- Registered one patient every 10 minutes in the Emergency Department and resuscitated a dying child every 16 hours
- Conducted over 309,000 outpatient visits
- Performed 11,796 surgeries in 13 operating theatres
- Performs 10 to 15 heart transplants each year – 80 per cent of Canada’s paediatric heart transplants
- Treated 320 new cancer patients, representing more than 25 per cent of all new cases of paediatric cancer in Canada
- Welcomed patients from more than 68 countries
- Trained 573 subspecialty trainees from 48 countries
- Has over 5, 000 people which include: 620 physicians and dentists, 1,400 nurses, more than 1,900 Research Institute staff and 1,189 volunteers who work together to make SickKids a place of hope and healing for children in Canada and around the world

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SickKids Holiday Tribute Program

A donation can be made in honour of someone special this holiday. Donating in honour of someone or in memory of a loved one is a meaningful way to support the world-leading health research and care at SickKids.

To make a donation in tribute or to learn more about this program, visit www.sickkidsfoundation.com



SickKids Believe Holiday Auction

The SickKids Believe Holiday Auction has been designed to appeal to young and old alike with items representing some of the most exciting products in the marketplace. SickKids Believe Holiday Auction offers consumers a unique experience and is an ideal tool for on-line shoppers.

Auction items leading up to the holidays can include:

Vacations

Vehicles

Jewellery

Spa getaways

Shopping excursions

...and more

For information on when SickKids Believe Holiday Auction begins visit www.sickkidsfoundation.com



SickKids Holiday Wish List

Children should be at home for the holidays celebrating with their families and friends. Unfortunately, not every child is healthy enough.

Donations to the SickKids Wish List purchase much needed items like equipment, supplies and special programs for children who are spending this holiday season at SickKids. Whether it's an hour of therapeutic clown therapy to put a smile on their face or the latest in medical technology, Wish List items enhance SickKids ability to provide the very best to children.

The following are sample items from our Wish List:

Item	Price per Unit
Children's Thermometer	\$500
Stethoscope	\$80
Toys and games for the children in hospital	\$50
A children's book for the Reading Room	\$25
Adopt a Clown for a Day in the hospital	\$12

Visit www.sickkidsfoundation.com to help make a child's stay over the holidays a little merrier.



SickKids Celebrations

Holidays mean celebrations, warm gatherings and taking time for the people who mean the most. This year, SickKids can help transform usual holiday celebrations into much broader celebrations of health and well-being for children everywhere.

Adding meaning to celebrations can be simple and SickKids is there every step of the way, making party planning easy.

Party planning ideas:

- Gift exchanges – for an office gift exchange, purchase items from the SickKids Believe collection, or make a donation in the recipient’s name to SickKids Foundation
- Holiday party – instead of bringing the usual hostess gift, make a donation to honour the hostess, or, for those hosting events, ask guests to make donations to SickKids Foundation in your name
- School fundraiser – teach children about the spirit of giving and the true meaning of the holidays by hosting a child-friendly fundraiser in support of SickKids

For more holiday ideas visit www.sickkidsfoundation.com



SickKids Holiday Greeting Cards

SickKids Holiday Greeting Cards have become a holiday tradition. With a new cover design selected each year, SickKids Holiday Greeting Cards offer an opportunity to make seasonal donations in acknowledgement of clients, family and friends. Recipients appreciate the thoughtful gesture and personalized messages.

This year's holiday cover design, featuring non-denominational art work will be released in late summer.

To order SickKids Holiday Greeting Cards, visit www.sickkidsfoundation.com



SickKids BelieveWear

The SickKids Believe collection includes books, jewellery, clothing from Canadian designer Virginia Johnson, SickKids branded merchandise and a special holiday ornament.

Affordable and convenient, the SickKids Believe collection is perfect for family, friends and colleagues. By shopping at shopsickkids.com, gift givers give something back by supporting the world leading research and care at The Hospital for Sick Children.

Items from the SickKids Believe collection include:



Sterling silver Believe tag
\$50



Virginia Johnson tote bag
\$35



Virginia Johnson fitted long-sleeved tee \$40



Bravery Heart necklace
\$25



Virginia Johnson silk scarf
\$50

Visit www.shopsickkids.com to preview the entire SickKids collection.

[Editorial note: a CD with select images is included in media kit.]