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SickKids Brand Campaign Emphasizes Strength in Unity

“Together We Will” calls on community to join doctors, researchers and caregivers to help advance child health

TORONTO – November 8, 2010 – Canadian icons, artists, philanthropists and children have come together to support a new brand campaign for The Hospital for Sick Children (SickKids). [“Together We Will”](#), the campaign’s theme and tagline, aims to inspire the community to come together with SickKids doctors and researchers to help advance child health care through donations.

The creative concept is brought to life through various “I’m a SickKids kid” vignettes and features prominent Canadians who are former SickKids patients, including actor/director Sarah Polley; Toronto Symphony Orchestra conductor, Peter Oundjian; Juno award-winning singer-songwriter Hawksley Workman; spoken-word artist and author Sheniz Janmohammed; and philanthropist and business leader Arthur Labatt.

More than 20 current SickKids patient ambassadors aged three weeks to 15 years old, with conditions ranging from congenital heart defects to bone cancer, are also featured. All of the SickKids patients, past and current, have donated their time as a way to give back to the hospital that saved their lives. The campaign also includes a call to those who have been treated at the Hospital to share their own [“I’m a SickKids kid”](#) story.

The “Together We Will” campaign launches on November 8 in Toronto and runs for seven weeks leading up to the busiest giving season of the year. The campaign was developed by JWT and Maxus handled media planning and buying. Campaign elements include: a seven-panel free standing insert scheduled to drop November 8; six ads to be installed at close to 100 transit shelter locations throughout the Greater Toronto Area; three 60-second radio spots; three 30-second radio spots; and five newspaper ads slated to run for the duration of the campaign.

An [80-second video](#) was directed by David Hicks and produced by Sons and Daughters for digital and social media channels. In it, SickKids doctors and researchers state their dreams for improving treatments and conquering childhood diseases, complemented by sick kids who are patient ambassadors and share their dreams of healthy lives without obstacles and pain. Original musical score composed by David Fleury is featured in the video and radio spots.

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“With ‘Together We Will’ we are calling on the community to join us and invest in the future of children’s health,” says Ted Garrard, President and CEO, SickKids Foundation. “The generosity of our community is what makes SickKids one of the most respected children’s health centres in the world through our clinical care, teaching and research.”

For more information on the campaign and to view the 80-second video, please visit www.sickkidsfoundation.com/together. People who wish to support SickKids can donate by visiting the [SickKids Foundation website](#) or by calling 1-888-4-SICKKIDS (1-888-474-2554).

About SickKids Foundation

Established in 1972, [SickKids Foundation](#) is the fundraising organization for The Hospital for Sick Children (SickKids) - one of Canada's most research-intensive hospitals and the largest centre dedicated to improving children's health in the country. Philanthropy is a critical source of funding for SickKids. For the fiscal year ending March 31, 2010, SickKids Foundation made an investment of \$52.5 million in children's health research, education and care. A direct result of community support, this is one of the largest investments in paediatric health care and one of the largest contributions to a hospital anywhere in Canada.

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