



A FRATERNAL NEWSLETTER

The Public Relations Voice

February 2017

A Message From Your Public Relations Chairman

Dear Fellow Nobles,

Everyone's calendars should be marked, and travel plans made (or in process) for the 2017 Imperial Session of Shriners International. The annual convention - the biggest and most important event of our fraternity - will be held July 9-13, in beautiful Daytona Beach, Florida.

Many of your fellow nobles and ladies have been hard at work for months - work which will continue right up to the opening - to ensure that this will be a spectacular Session, with plenty of that particular brand of Shriner fun and fellowship that we all know and appreciate. We are all looking forward to welcoming you - and your family to Florida's beautiful east coast, and to our annual "family" gathering.

Many special events that will be fun for everyone are being planned, including a concert on the beach, a golf tournament and a cigar and whiskey event. To keep up to date on the latest details, please remember to visit our Session website, imperial2017.com, where new information is posted on an ongoing, regular basis. You can also visit and join our Facebook page where new posts are available daily.

One unique event we know everyone will enjoy is the opportunity to drive on the iconic Daytona International

Speedway track during the Walk, Ride or Drive for Love. And of course, this is Daytona Beach, a town famous for allowing vehicles right on the beach.

Don't miss out - and don't miss this amazing chance to spend time with your global and extended family, have experiences that will become unforgettable memories, and support your fraternity and philanthropy.

If you have any questions or concerns, please go to the "contact us" section on imperial2017.com.

We look forward to seeing all of our fellow nobles and their families in Daytona.



Yours in the faith,

Gary J. Bergenske
Imperial Chief Rabban
Public Relations Chairman

Did you know

- The first Imperial Session was held on June 6, 1876, at the Masonic Hall in New York City.
- In 1949, at the 75th "Diamond Jubilee" Imperial Session in Chicago, Illinois, President Harry S. Truman, a Shriner, spoke to the crowd about foreign policy.
- In 1888, the 14th Imperial Session was in Toronto, Ontario, Canada - the first one to be held outside of the United States.
- The largest Shriners parade of the year occurs during Imperial Session.
- Shriner units such as horse patrols, clowns, bands, chanters and motor corps take part in friendly competition every year at Imperial Session.
- In 1920, at the 46th Imperial Session in Portland, Oregon, Past Imperial Potentate Freeland Kendrick proposed that the Shriners build a hospital for children.

Two Shriners Hospitals Photos Selected for 2017 Children's Hospitals Photo Exhibit

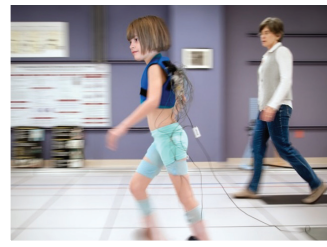
Photographs by Shriners Hospitals for Children — Northern California's Manager of Medical Media Julia Serat, and Shriners Hospitals for Children — Boston's Senior Director of Public and Community Relations John Sugden, were selected for inclusion in the 2017 Children's Hospitals Photo Exhibit, a national competition presented by HUGGIES® and administered by the Children's Hospital Association.

The exhibit communicates the hope, compassion and resilience shared by the children and families served by children's hospitals, and the expert health care providers who deliver that specialized care. From healthy kids to children with rare and complex medical conditions, the exhibit celebrates children's hospitals' commitment to the health of all children.

The photos were chosen from more than 180 submissions by 40 children's hospitals across the country by a distinguished panel of judges representing *Parents* magazine, The Exposure Group, *National Geographic Kids*, Positive Exposure and the *Children's Hospitals Today* editorial advisory group.

The judges selected Serat's photograph, "Catalina undergoing testing in the motion analysis laboratory" and Sugden's "A typical day in the clinic", for their excellent composition and ability to depict what really makes children's hospitals unique.

The Children's Hospitals Photo Exhibit will be on display to the general public the week of July 10, 2017,



Catalina undergoing testing in the motion analysis laboratory; photo by Julia Serat of Shriners Hospitals for Children — Northern California



A typical day in the clinic; photo by John Sugden of Shriners Hospitals for Children — Boston

in the rotunda of the Russell Senate Building, and in the foyer of the Rayburn House Building in Washington, D.C., July 17 and 18. In addition, the exhibit will travel around the country for two years displaying at children's hospitals and partnering organizations in support of a wide variety of outreach efforts and events.

To view the entire exhibit, please visit childrenshospitals.org/Newsroom/Photo-Gallery/2017-Photo-Exhibit.

Shriners Hospitals for Children's Un-Limb-ited Camp Featured on People.com

Shriners Hospitals for Children — Salt Lake City's Un-Limb-ited Ski and Snowboard Camp was covered by People.com.

Earlier this month, 27 Shriners Hospitals for Children patients with limb loss or limb deficiency gathered together at Park City Mountain Resort in Park City, Utah, to attend the annual Winter Un-Limb-ited Camp. With the help of the National Ability Center and dozens of staff and volunteers from the Salt Lake City Shriners Hospital, attendees shared a life-changing week of pushing past their physical challenges, being motivated by caring staff, and making life-long friendships with other campers. Attendees were from all over the United States, and are patients of the Salt Lake City, Northern California, St. Louis, Greenville and Portland Shriners Hospitals.

We would like to thank our incredible patients for participating in the interviews and sharing their experiences, and camp directors Matt Lowell and Laura Lewis for their vision and hard work pulling this together. To read the People.com coverage, please visit people.com/human-interest/utah-ski-camp-for-teen-amputees/. For more information about Un-Limb-ited, visit their website at shrinershospitalsforchildren.org/en/Locations/saltlakecity/Patients-and-Families/Patient-programs/Un-Limb-ited.



2017 Burn Awareness Campaign Kicked Off With Burn Awareness Week



The 2017 Burn Awareness campaign, “Be Burn Aware,” kicked off the week of Feb. 5-11, and again focused on preventing burn injuries in the home, because the vast majority of preventable burn injuries continue to occur in residences.

During Burn Awareness Week, Kate Hickman, a former National Patient Ambassador for Shriners Hospitals for Children, attracted significant media attention for sharing her story while promoting Shriners Hospitals’

burn awareness and prevention efforts. When she was 8 years old, Kate was playing outside when her dress caught on fire from a burning candle, which engulfed her body in flames. With 40 percent of her body covered in second and third degree burns, she was sent to the experts at Shriners Hospitals for Children — Galveston for treatment. Now a student at Brigham Young University, Kate has said she is forever thankful for Shriners Hospitals for Children, and hopes to make a difference by educating others about burn safety. To read more about Kate’s story, please [click here](#).

Also during Burn Awareness Week, Osiris Shriners of Wheeling, West Virginia, teamed up with the Wheeling Fire Department to educate the public about the seriousness of burn injuries, and how many people are affected annually. To create awareness, the nobles shared tips with the media and passed out materials to local organizations. To read the full story, please [click here](#).

Shriners Hospitals for Children is grateful to be assisted in its burn prevention efforts by all those who continue to promote the campaign in their local communities, including our exceptional Shriners, our extraordinary patients, and all our amazing Shriners Hospitals staff members on the front lines.

We thank everyone for your hard work promoting this year’s Burn Awareness Week, and for your year-long burn awareness and prevention efforts.

All burn awareness materials are available for viewing and ordering on our public site, beburnaware.org. Resources for Shriners to promote burn awareness Week can be found on Shriners Village by visiting shrinersvillage.com/en/Resources/PublicRelations/BurnAwareness.



Burn Awareness
Preventing Burn Injuries

The 2017 Shriners Hospitals for Children College Classic

On March 3-5, the 2017 Shriners Hospitals for Children College Classic will return to Minute Maid Park, the home of the Astros, in Houston, Texas. The three-day tournament will feature the University of Mississippi, Baylor University, Texas Tech University, Texas A&M University, Texas Christian University and Louisiana State University. This one-of-a-kind event is a collaborative effort between Shriners Hospitals for Children and the Astros Foundation.

The tournament will be televised by the FOX Sports family of networks. Fox Sports 2 (FS2) will nationally televise two games live, and all nine games will also be carried regionally on select FOX Sports Regional Networks (FSN) and streamed on FOX Sports GO.

The 2017 lineup could be the strongest in the tournament’s 17-year history. Five of the six teams are ranked in the 2017 Collegiate Baseball Newspaper Fabulous 40 NCAA® Division I pre-season poll.

We hope you will join us for this premier collegiate sporting event that helps support Shriners Hospitals for Children. Tickets for all nine games, along with the First

Pitch Luncheon on March 2, are now on sale, and can be purchased by visiting astros.mlb.com/hou/ticketing/college_classic.jsp. The First Pitch Luncheon will take place at Minute Maid Park, and will feature participating head coaches and our beloved patient ambassador, Alec Cabacungan.

Hotel accommodations are available at the Hyatt Regency in downtown Houston, and rooms can be reserved by visiting aws.passkey.com/event/48999670/owner/3109/home.

We hope to see many of you in Houston this March for this incredible event.



The 2017 Imperial Session in Daytona Beach



The 143rd Imperial Session of Shriners International will be taking place Sunday, July 9, through Thursday, July 13, in sunny Daytona Beach, Florida.

Transportation

The Daytona Beach area is very accessible, whether you are traveling by car or flying. Just check our link imperial2017.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 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 cafés, 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 imperial2017.com.

Save the Date

March 3 – March 5, 2017: The 2017 Shriners Hospitals for Children College Classic

May 3 – May 4, 2017: The 2017 Shriners Public Relations Conference

July 9 – July 13, 2017: The 2017 Imperial Session of Shriners International

CONTACT US

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