

2023



Shriners
Children's Open™

Media Guide





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Event Mission and History

Founded in 1983, the Las Vegas event has been one of the PGA TOUR's longest running charity tournaments. Shriners Children's™ took over operations and became the title sponsor of the tournament in 2008. In 2013, the tournament began awarding points in the chase for the FedExCup, with each golfer who makes the cut earning points, and 500 points going to the winner.

The Shriners Children's Open stands out because of its dedication to Shriners Children's and its mission to provide excellent care for children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay for services or insurance status. The event has an illustrious history in the golfing world and attracts top competitors to the course at TPC Summerlin; it was the first to offer a \$1 million purse. And it is all in service to the young patients of Shriners Children's.

The event supports our unique healthcare system by helping to spread the word about the life-changing care the organization provides to children around the world. The Shriners Children's Open is attended by some of the top golfers in the world, who have the opportunity to meet some of our patients, including our International Patient Ambassadors and patients who act as standard bearers in the third and final rounds.

The tournament has a rich history in Las Vegas with Tiger Woods recording his first PGA TOUR Victory here in 1996. Jonathan Byrd made a hole-in-one on the Par 3 #17 to win a sudden-death playoff in 2010. Notables such as Greg Norman, Curtis Strange and Fuzzy Zoeller have each won here.

"Shriners Children's strives to provide our unique brand of compassion and care to as many children as possible," said Jerry G. Gantt, Chairman of the Board of Trustees of Shriners Children's. "The worldwide media exposure provided by the Shriners Children's Open helps us reach many who might not otherwise learn about our healthcare system. The Open also gives us an outstanding opportunity to share the stories of our patients in a powerful, visual way, clearly demonstrating our ability to impact and improve lives."



About Shriners Children's

Since opening our first location in Shreveport, Louisiana, in 1922, primarily to help children affected by the polio epidemic, our hospitals and staff have been providing excellent care to the children and families who come to us. Today, Shriners Children's is one of the largest pediatric subspecialty healthcare systems in the world, with a dedicated, full-time staff of experienced pediatric surgeons, therapists and clinicians.

Shriners Children's improves the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding educational programs for medical professionals. Children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care, regardless of the families' ability to pay or insurance status, and receive all care and services in a compassionate, family-centered environment.



Shriners Children's Mission

The mission of Shriners Children's is to:

- Provide the highest quality care to children with neuromusculoskeletal conditions, burn injuries and other special healthcare needs within a compassionate, family-centered and collaborative care environment.
- Provide for the education of physicians and other healthcare professionals.
- Conduct research to discover new knowledge that improves the quality of care and quality of life of children and families.

This mission is carried out without regard to race, color, creed, sex or sect, disability, national origin or ability of a patient or family to pay.

Our Vision

To become the best at transforming children's lives by providing exceptional healthcare through innovative research, in a patient and family-centered environment.

Our Core Values

- Excellence
- Innovation
- Commitment
- Integrity
- Teamwork
- Stewardship
- Respect



From a Sports Perspective

Shriners Children's holds a very special place in the hearts of patients, families, Shriners, employees and all who have been touched by our mission — including the athletes who compete in our signature sporting events and all of the managers, coaches, administrators and volunteers who make the events a success. People who have had personal interactions with our organization recognize our dedication, compassion, caring nature and family-centered approach. Our sporting events give us a unique platform to spread the word about our remarkable organizations – to convey how truly special our organizations are and why we are different from other pediatric healthcare systems. Our brand is designed to express the “personality” of Shriners Children's:

- Warm
- Caring
- Inspiring
- Compassionate
- Excellent
- Generous
- Innovative
- Leader in the medical field
- Dedicated to education



Shriners Children's Open Logo

The Shriners Children's Open logo is our primary visual identifier and it is essential that it be represented consistently and never altered in any way.

Three important elements have been incorporated into our logo, which helps tell our story.

The logomark, Shriner and child, honors the Shriners that began the Shriners Children's philanthropy and the patients cared for throughout the years. The flagstick represents the game that joins our community together to continue to support specialized care for children into the future.

The red color used in the logo is reflective of the red fezzes worn by all Shriners. It is also warm and caring, representative of the care provided at Shriners Children's.

Clear Space

Clear space is the amount of space around a logo, free of text or other graphics. Using the correct clear space allows our logo to stand out. The minimum amount of clear space is .25% of the height of the logo and must be maintained around all four sides in all applications.

Staging Options

The logo comes in two staging options: a horizontal and vertical. The horizontal logo is preferred and should be used whenever possible. Use the vertical logo when space prohibits using the horizontal version.

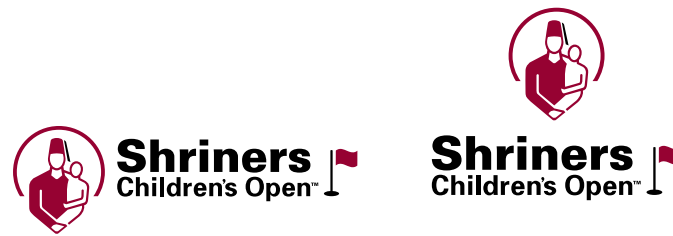
Minimum Logo Size

In order for the details in our logo to be clear and legible, please do not use the logo smaller than the sizes shown here.

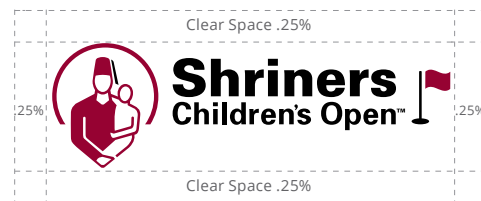
Logo Signature



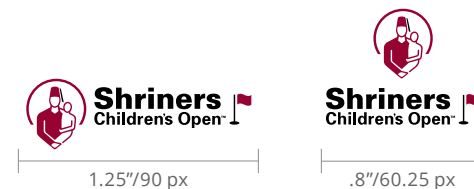
Staging Options



Clear Space



Minimum Logo Size



Shriners Children's Open Logo

Color Variations

To the right are examples of approved color variations of our logo. However, use the full-color Shriners Red and Shriners Black logo whenever possible.

Logo File Name Guide

A variety of logo options are available for print and digital needs. Use the guide below to select the correct logo for your project.

Logo File Name Legend:

L_SCO_e_h(v)_4c(u)_p(r)_p(d)

L = Logo

SCO = Shriners Children's Open

e = english

h/v = horizontal/vertical

1/2/3/4 = number of colors

c/u = coated/uncoated paper

p/r = positive (color)/reverse (white)

p/d = print/digital

Color

The colors found in our logo are essential to express our brand identity.

Shriners Red is our core color. It represents the color of the fez worn by Shriners and their love for Shriners Children's. The Shriners Red color should be used on all marketing collateral, while black is used mostly for typography and as a secondary color.

Color Variations

4-Color Positive



4-Color Reverse



The tassel, logotype, golf hole and flag pole print in 100% black or they can be reversed from the background. The tassel and logotype always match in color (in black or reverse). The rest of the logomark prints as 5/100/60/40 on coated paper and 10/80/40/15 on uncoated paper.

2-Color Positive



2-Color Reverse



The tassel, logotype, golf hole and flag pole print in 100% black or reversed from the background. The tassel and logotype always match in color (in black or reverse). The rest of the logomark prints as PMS 202C/201U.

1-Color Positive



1-Color Reverse



The entire logo prints in 100% black or reversed from the background. The tassel and logotype always match in color (in black or reverse).

1-Color Tint Positive



The tassel, logotype, golf hole and flag pole print in 100% black, while the rest of the logomark is a 50% tint of black. The tassel and logotype always match in color (in black or reverse).

Color



Shriners Red
 PMS: 202C | 201U
 CMYK(C): 5/100/60/40
 CMYK(U): 10/80/40/15
 RGB: 130/10/30
 HEX: 820A1E



Shriners Black
 PMS: Black
 CMYK: 0/0/0/100
 RGB: 0/0/0
 HEX: 000000

Shriners Children's Open Logo

Incorrect use of the Logo

The Shriners Children's Open logo options have been carefully considered. The logo options are versatile and can be used in a variety of applications. The guidelines provided on this page have been established so our logo stands out from competing graphics.

When using the Shriners Children's Open logo against a photographic background, please use an image that allows the logo to be noticeable and not get lost against a busy background or against a colored background that does not provide enough contrast.

Consistent use of our logo is also very important because it helps establish brand recognition. Please do not make any changes to our logo.

However, we understand there may be times when exceptions may be necessary. If you feel you need to make alterations to the logo, please contact the corporate marketing and communications department at **813-281-8162** or **marketing@shrinenet.org**.

Possible Logo Exceptions

- A lapel pin
- Embroidery
- Applications where the logo is featured at the beginning and end will allow for use of the logomark as a graphic element to stand on its own.

Incorrect Logo Use

Busy backgrounds



Non-complementary colors



Low contrast background



Orientation



Colors other than the approved



Warped, stretched or compressed



Cropped, blurred or pixelated



Rewrite



Resize or adjust elements



Apply a stroke or special effects



Brand Partnerships

In some cases, the Shriners Children's Open logo and another organization's logo will appear on the same piece of marketing material. This is called co-branding and it is a marketing and advertising partnership between brands. It is a good way to increase brand awareness and add value.

The following design standards explain how to display logos according to two different co-branding scenarios.

Main Author

When the Shriners Children's Open is the primary organization, the logo should be displayed as the largest and most prominent.

Logos for other organizations should appear at half the size of the Shriners Children's Open logo. When possible, the space between the partner's logo and the Shriners Children's Open logo should be at least equal to the height of the partner's logo.

Equal Partner

When Shriners Children's Open is an equal partner with another organization(s), all logos should be the same height and, when possible, the space between the logos should be equal to their height.

When displaying multiple logos, align them by placing the logotype on the same horizontal line.

Main Author



Equal Partner



Shriners Children's Logo

The Shriners Children's logo honors our history while looking toward a bright future. It includes a representation of the powerful image we refer to as the "Editorial Without Words" – an iconic photograph taken in 1970 of a Shriner carrying a child.

Our logo consists of two elements: the logomark (Shriner and child) and the "Shriners Children's" logotype. The red color is warm, caring and reflective of the red fezzes worn by all Shriners.

Trademark

The Shriners Children's logo and name use the trademark symbol (™). The trademark symbol should always appear as part of the logo and should be used on first reference of body text.

Staging Options

The logo comes in two staging options: a horizontal and vertical. The horizontal logo is preferred and should be used whenever possible. Use the vertical logo when space prohibits using the horizontal version.

Clear Space

Using the correct clear space allows our logo to stand out. The minimum amount of clear space is determined by the height of the uppercase "S" in the word "Shriners" from the logo. This amount of clear space must be maintained around all four sides of the logo.

Minimum Logo Size

In order for our logo to be legible, please do not use the logo smaller than the sizes shown.

Logo Signature



Staging Options



Clear Space



Minimum Logo size



Shriners Children's Logo

Color Variations

The following are examples of approved color variations for the Shriners Children's logo. However, try to use the full color, Shriners Red and Shriners Black, logo whenever possible.

Logo File Name Guide

A variety of logo options are available for print and digital needs. Use the guide below to select the correct logo for your project.

Logo File Name Legend:

L_SC_e_h(v)_4c(u)_p(r)_p(d)

L = Logo

SC = Shriners Children's

e = english

h/v = horizontal/vertical

1/2/3/4 = number of colors

c/u = coated/uncoated paper

p/r = positive (color)/reverse (white)

p/d = print/digital

Color

Just like with the Shriners Children's Open logo, Shriners Red is the primary color of the Shriners Children's logo. It represents the color of the fez worn by Shriners and their love for Shriners Children's. The Shriners Red color should be used on all marketing collateral, while black is used mostly for typography and as a secondary color.

Color Variations

4-Color Positive



4-Color Reverse



The tassel and logotype print in 100% black or they can be reversed from the background. The tassel and logotype always match in color (in black or reverse). The rest of the logomark prints as 5/100/60/40 on coated paper and 10/80/40/15 on uncoated paper.

2-Color Positive



2-Color Reverse



The tassel and logotype print in 100% black or they can be reversed from the background. The tassel and logotype always match in color (in black or reverse). The rest of the logomark prints as PMS 202C/201U.

1-Color Positive



1-Color Reverse



The entire logo prints in 100% black or reversed from the background. The tassel and logotype always match in color (in black or reverse).

1-Color Tint Positive



The tassel and logotype print in 100% black, while the rest of the logomark is a 50% tint of black. The tassel and logotype always match in color (in black or reverse).

Color



Shriners Red

PMS: 202C | 201U
 CMYK(C): 5/100/60/40
 CMYK(U): 10/80/40/15
 RGB: 130/10/30
 HEX: 820A1E



Shriners Black

PMS: Black
 CMYK: 0/0/0/100
 RGB: 0/0/0
 HEX: 000000

Photography

Photography for the Shriners Children's Open should reflect our brand while still maintaining its unique connection to this sporting event. Photographs should reflect a positive outlook and convey the hope and belief in a positive future that we share with our patients and their families, as well as the energy and spirit inherent in a professional sporting event.

Images should:

- Illustrate joy and hopefulness
- Evoke emotions and empathy
- Be realistic and authentic
- Be captivating
- Depict the positive outcome of the specialized care we provide
- Create an emotional connection with the viewer
- Relate to the target audience
- Highlight strength and resilience
- Demonstrate connection between patients and athletes, and between patients and the community



Writing Standards and Guidelines

We highlighted a few entries of special note for when you are writing about the Shriners Children's Open and Shriners Children's. Please contact the corporate marketing and communications department at **813-281-8162** or **marketing@shrinenet.org** with any questions.

Shriners Children's Open Memorable Moments

- The inaugural tournament in 1983 had a then-record official purse of \$750,000; Fuzzy Zoeller took the \$135,000 winner's share.
- In 1984, it became the first PGA TOUR event in history to offer a purse exceeding \$1 million; champion Denis Watson won \$162,000 from a prize pool of \$1,122,500.
- The Shriners Children's Open has been a breakthrough tournament for several TOUR players, who earned their first victory on the PGA TOUR at TPC Summerlin, including Tiger Woods in 1996.

Cost of Care

All care and services are provided regardless of the families' ability to pay or insurance status is the correct phrase to use when describing cost of care.

Do not use free, at no cost, at no charge or without financial obligation.

Cutting-edge

Do not use this phrase when referring to treatment, research, etc. provided by Shriners Children's.

Disability Terminology

Do not describe an individual as handicapped or crippled. When speaking in general terms, disability or disabled is preferred. Specific terms are best. For example, "he has spina bifida."

Donor Solicitation

As a 501(c)(3) nonprofit organization, Shriners Children's relies on the generous donations of Shriners, corporations and the general public to carry out our mission and improve the lives of children every day. For more information about supporting Shriners Children's, please visit **lovetotherescue.org** or call **855-401-4897**.

FedExCup

All one word, capitalize as shown. The Shriners Children's Open is the second event in the FedExCup and is played annually in the fall.

PGA

Acceptable in all references to the "Professional Golfers' Association of America."

PGA TOUR

A separate organization of competing professional golfers.

Shrine

Please avoid this word. It has some connotations that can cause confusion, incorrect assumptions and questions regarding the background of the fraternity.

Shriners Children's Open

For external use, the name of our event may occasionally be shortened to Shriners Open.

Do not call it "the Open."

Shriners International

The name of the fraternity. Use full name on first reference. For subsequent references, it is acceptable to use the Shriners fraternity or Shriners.

TPC Summerlin Contact Information

Address:

1700 Village Center Circle
Las Vegas, NV 89134,

Tel: 702-256-0111

Website: tpc.com/summerlin

Boilerplates

Shriners Children's Open Boilerplate

The 2023 Shriners Children's Open brings the FedExCup to TPC Summerlin as the PGA TOUR returns to the Las Vegas valley for this weeklong charitable tournament. A host of top golfers from around the world will participate in the competition and help support the mission of Shriners Children's Oct. 9-15 at TPC Summerlin. For more information, please visit shrinerschildrensopen.com.

Shriners Children's Boilerplate

Shriners Children's is changing lives every day by providing innovative pediatric specialty care, conducting research to improve the quality of lives, and of care, and offering outstanding educational programs for medical professionals. We provide patient-centered care in several areas. All care and services are provided regardless of the families' ability to pay or insurance status.

Shriners Children's is a nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law. For more information, including the full range of care available, please visit shrinerschildrens.org.



Tournament Events & Entertainment

For Our Military

The Shriners Children's Open salutes the brave men and women who support our country and our local first responders. Though we can never fully express our gratitude, military and first responder personnel are invited to be our guests with complimentary admission to the tournament grounds and The Patriots Outpost sponsored by US Bank, Southpoint and Moore.

Military members and their families can enjoy the Birdies for the Brave Patriots' Outpost. Situated above the 16th green, the Patriots' Outpost offers thrilling views of the competition and complimentary food and beverage throughout the day.

Driving Range Fan Enhancement

A great relaxation area for fans who want to enjoy a cold refreshment from a front row seat and watch the PGA TOUR professionals warm up for their round.

The Point

The Point presented by AutoNation with a center bar sponsored by Corona Premier.

CLUB360

Our newest venue that will catch your eye is our double decker structure on The Hill called CLUB360 presented by High Noon. CLUB360 is a unique birds eye view with 360 views of TPC Summerlin and holes 1, 16, 17, and 18. This new venue is an elevated ticket that includes all you can drink, starting at just \$125. The Hill is located on the first floor of the structure and is still open to the public! Within The Hill you will find, upgraded concessions, Shriners Children's Open Merchandise Shop, as well as plenty of seating and TVs to check in on your favorite football teams.



Tournament Offices

1680 Village Center Circle
Las Vegas, NV 89134

Tel: 702-873-1010

Fax: 702-796-0100

Email: info@shrinerschildrensopen.com

Tournament Address

TPC Summerlin
1700 Village Center Circle
Las Vegas, NV 89134

Tournament Events & Entertainment

Lee Liquor Shank Shack on 9 Green

The Shank Shack is back but moved to a new location on 9 green. Fans will get to experience a new view on top of 9 green, that you do not want to miss!

Mon. Oct. 9, 2023

Shootout At Summerlin

Location: TPC Summerlin | Time: 12 p.m.
Private Event – Not Open to the Public

Be the first groups on TPC Summerlin during tournament week! Ryan Palmer and friends gather for an intimate golf experience like no other on the PGA TOUR. These two golf personalities and TOUR veterans team up to invite their favorite TOUR player friends to play alongside executive groups in a Vegas-style Pro-Am to kick off Shriners Children's Open week.

Tue. Oct. 10, 2023

Kick Off Your Heels Women's Day

Location: The Hill | Time: 11 a.m. – 1:30 p.m.
The Shriners Children's Open invites the women of Las Vegas and across the nation to ditch their heels for their favorite pair of flats and enjoy the tournament's eleventh annual Women's Day Kick Off Your Heels event. Guests will have a lunch provided by Maggiano's Little Italy, enjoy guest speakers and have the opportunity to bid on silent auction items with proceeds directly benefiting the patients of Shriners Children's.

Championship Pro-Am Draft Party

Location: Marquee Dayclub at the Cosmopolitan
Time: 6 - 9 p.m.

This private event is an unforgettable evening hosted by our Championship Pro Am Presenting Sponsor MGM Rewards. At our Championship Pro-Am Draft Party, amateurs and their guests will enjoy hors d'oeuvres and drinks, while mingling with PGA TOUR professionals. At 7:45 p.m. our official draft will begin, and all amateurs will get their chance to pick the PGA TOUR professional they will play with on Wednesday, October 11.

Wed. Oct. 11, 2023

Championship Pro-Am

Location: TPC Summerlin

Time: First Approx. Tee Time 6:45 a.m.
(Open to the Public)

Join the top 36 PGA TOUR professionals in our field as they take on TPC Summerlin the day before the professional competition kicks off. Go inside the ropes and play an entire round of golf on the exclusive TPC Summerlin course with a PGA TOUR professional. Tee times and professional match-ups are determined by the participants at the Pro-Am Draft Party Tuesday evening, October 10.

Thurs. Oct. 12, 2023

Shriners Children's Open – Round 1

Location: TPC Summerlin
Tee Time: Approx. 6:40 a.m. (Open to the Public)
Watch Us on the Golf Channel: 2 - 5 p.m. PT.

Fri. Oct. 13, 2023

Shriners Children's Open – Round 2

Location: TPC Summerlin
Tee Time: Approx. 6:40 a.m. (Open to the Public)
Watch Us on the Golf Channel: 2 - 5 p.m. PT.

Sat. Oct. 14, 2023

Shriners Children's Open – Round 3

Location: TPC Summerlin
Tee Time: Approx. 7 a.m. (Open to the Public)
Watch Us on the Golf Channel 2 - 5 p.m. PT.
**Tentative. Dependent on completion of play Saturday.*

Sun. Oct. 15, 2023

Shriners Children's Open – Final Round

Location: TPC Summerlin
Tee Time: Approx. 7 a.m. (Open to the Public)
Watch Us on the Golf Channel: 2 - 5 p.m. PT.
**Tentative. Dependent on completion of play Saturday.*

Awards Ceremony

Location: TPC Summerlin 18th green
Time: Immediately following play

Tournament Information

Interview Request Contact

For media inquiries, please contact:

Kirvin Doak Communications

Email: shco@kirvindoak.com

Tel: 702-737-3100

TV Coverage

The final rounds will be televised live on *The Golf Channel*.

Ticket Info

General Admission: Includes access to the TPC Summerlin grounds with the ability to walk holes 1-18 and enjoy all "Open to the Public" facilities, including The Point, Lee's Shank Shack and The Hill. "Good any one day" and weekly tickets available.

The Spot presented by USA TODAY SPORTS: An all-inclusive venue overlooking the dramatic par-3 17th hole. Great views, complimentary food and beverage, flat screen TVs and select couch seating. Daily, weekend only and weekly tickets available.

CLUB360

Our newest venue that will catch your eye is our double decker structure on The Hill called CLUB360 presented by High Noon. CLUB360 is a unique birds eye view with 360 views of TPC Summerlin and holes 1, 16, 17, and 18. This new venue is an elevated ticket that includes all you can drink, starting at just \$125. The Hill is located on the first floor of the structure and is still open to the public! Within The Hill you will find, upgraded concessions, Shriners Children's Open Merchandise Shop, as well as plenty of seating and TVs to check in on your favorite football teams.



Standard Bearers

Patients from each Shriners Children's location have been chosen to act as Standard Bearers during the third and final rounds. It's an exciting opportunity for them and a privilege for Shriners Children's to be represented by such outstanding young people.



Meet our 2023 Standard Bearers

To learn more about these outstanding young people, scan the QR code or visit shrinerschildrensopen.com/patient-ambassador-program.



MADDIE
BOSTON



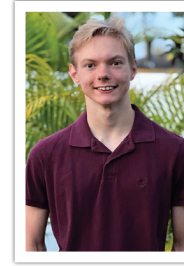
ALISON
CANADA



ZACK
CHICAGO



RYAN
ERIE



CHRISTIAN
FLORIDA



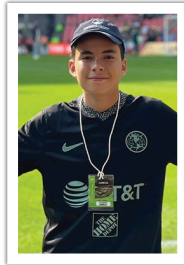
OLIVIA
GREENVILLE



MARIANA
HAWAII



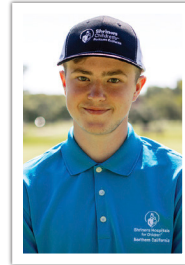
GRAYSON
LEXINGTON



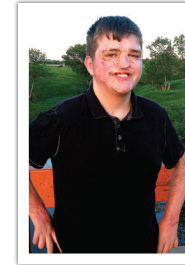
DENNILSON
MEXICO



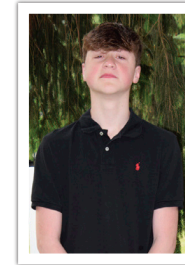
BETHANY
NEW ENGLAND



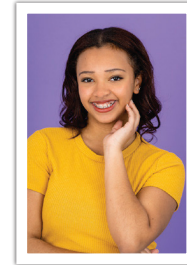
KEONI
N. CALIFORNIA



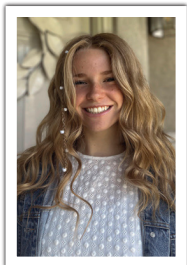
GAVIN
OHIO



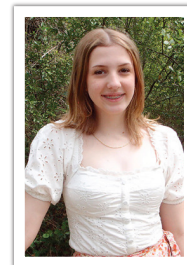
COLE
PHILADELPHIA



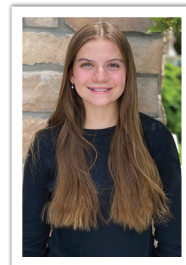
KIRA
PORTLAND



SARA JANE
SALT LAKE CITY



ALYSSA
SHREVEPORT



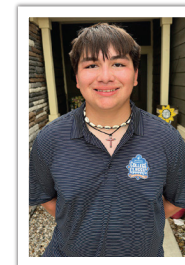
ALISSA
S. CALIFORNIA



GRANT
SPOKANE



KERRIGAN
ST. LOUIS



ADISON
TEXAS



ANNIE
TWIN CITIES

Shriners Children's Locations

Shriners Children's Boston

51 Blossom St.
Boston, MA 02114

Shriners Hospitals for Children Canada

1003 Boulevard Decarie
Montreal, Quebec H4A 0A9
Canada

Shriners Children's Chicago

2211 N. Oak Park Ave.
Chicago, IL 60707

Shriners Children's Erie

1645 W. 8th St.
Erie, PA 16505

Shriners Children's Greenville

950 W. Faris Rd.
Greenville, SC 29605

Shriners Children's Hawai'i

1310 Punahou St.
Honolulu, HI 96826

Shriners Children's Headquarters

2900 Rocky Point Dr.
Tampa, FL 33607

Shriners Children's Lexington

110 Conn Ter.
Lexington, KY 40508

Shriners Children's México

Av. del Iman No.257
Col. Pedregal de Santa Ursula
Deleg. Coyoacán, Ciudad de México
México City, C.P. 04600

Shriners Children's Monterrey Clinic

Christus Muguerza Hospital Sur.
Carr Nacional 6501, La Estanzuela
64988 Monterrey, N.L.
Mexico

Shriners Children's New England

516 Carew St.
Springfield, MA 01104

Shriners Children's Northern California

2425 Stockton Blvd.
Sacramento, CA 95817

Shriners Children's Ohio

One Children's Plaza - 2 West
Dayton, Ohio 45404

Shriners Children's Philadelphia

3551 N. Broad St.
Philadelphia, PA 19140

Shriners Children's Portland

3101 S.W. Sam Jackson Park Rd.
Portland, OR 97239

Shriners Children's Salt Lake City

1275 E. Fairfax Rd.
Salt Lake City, UT 84103

Shriners Children's Shreveport

3100 Samford Ave.
Shreveport, LA 71103

Shriners Children's Southern California

909 S. Fair Oaks Ave.
Pasadena, California 91105

Shriners Children's Spokane

911 W. 5th Ave.
Spokane, WA 99204

Shriners Children's St. Louis

4400 Clayton Ave.
St. Louis, MO 63110

Shriners Children's Texas

815 Market St.
Galveston, Texas 77550

Shriners Children's Twin Cities

215 Radio Dr.
Woodbury, Minnesota 55125

Shriners Children's Tijuana Ambulatory Clinic

Hospital Angeles - Tijuana
Av. Paseo de Los Heroes 10999
5to Piso Zona Urbana Rio Tijuana
22010 Tijuana, B.C.



If you know a child Shriners Children's may be able to help, have their parent or guardian call **800-237-5055** in the U.S., or **800-361-7256** in Canada.

Our Locations

Shriners Children's™ provides specialty care to children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay or insurance status. Our multidisciplinary medical teams provide all care in a welcoming, family-centered environment.

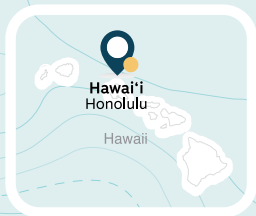


**Shriners
Children's™**

 shrinerschildrens.org
 **800-237-5055 (U.S.)**
800-361-7256 (Canada)

● Orthopaedics
 ● Burn Care
 ● Cleft Lip and Palate
 ● Spinal Cord Injury

*Outpatient care only; necessary inpatient care provided at an affiliated facility



International Patient Ambassadors

Representing With Pride Say Hello to Gianna and Juan Diego

Every year, Shriners Children's selects International Patient Ambassadors to represent the healthcare system's patients. The ambassadors spend the year sharing their stories of perseverance in the face of adversity and the ways Shriners Children's has made a difference in their lives at signature events throughout the year. We are honored to have these impressive young people advocating for our healthcare system.



International Patient Ambassadors

Meet Gianna

Gianna was born with a rare condition called proximal femoral focal deficiency (PFFD), which caused her to be missing part of her left femur. Her parents knew they had to find the right specialized care for their daughter, and were grateful to learn that the orthopedic team at Shriners Children's Southern California had the expertise to treat PFFD.

Gianna's left leg was shorter than her right one, and she faced hip malformations and other congenital left extremity limb deficiencies, said Robert Cho, M.D., pediatric orthopedic surgeon and chief of staff at Shriners Children's Southern California. "Gianna did not have a functional knee joint, and she had a non-functioning foot that was pointed inward. It would have been essentially impossible for her to walk without amputating and giving her a prosthesis," Dr. Cho said.

Gianna had her first visit at Shriners Children's when she was 3 months old, and at 9 months, she received her first prosthesis. As she grew older she became aware of her physical differences and at times struggled with her self-image. The prosthetics and rehabilitation teams worked with Gianna to teach her how to adapt and build the skills and confidence to meet her physical challenges. "My Shriners Children's family taught me to never let my leg hold me back from being the best version of myself," she said.

Gianna's father was so impressed with the care his daughter received he was inspired to become a Shriner and currently serves as chairman of the Board of Governors at Shriners Children's Southern California.

Now Gianna is 15 and is an active high school student who is both an artist and an athlete. She especially loves football, and dreams of working for the NFL someday. With her drive and spirit, Dr. Cho has every confidence that Gianna can achieve what she sets her mind to.



“My Shriners Children’s family taught me to never let my leg hold me back from being the best version of myself.”

GIANNA

International Patient Ambassadors

Meet Juan Diego

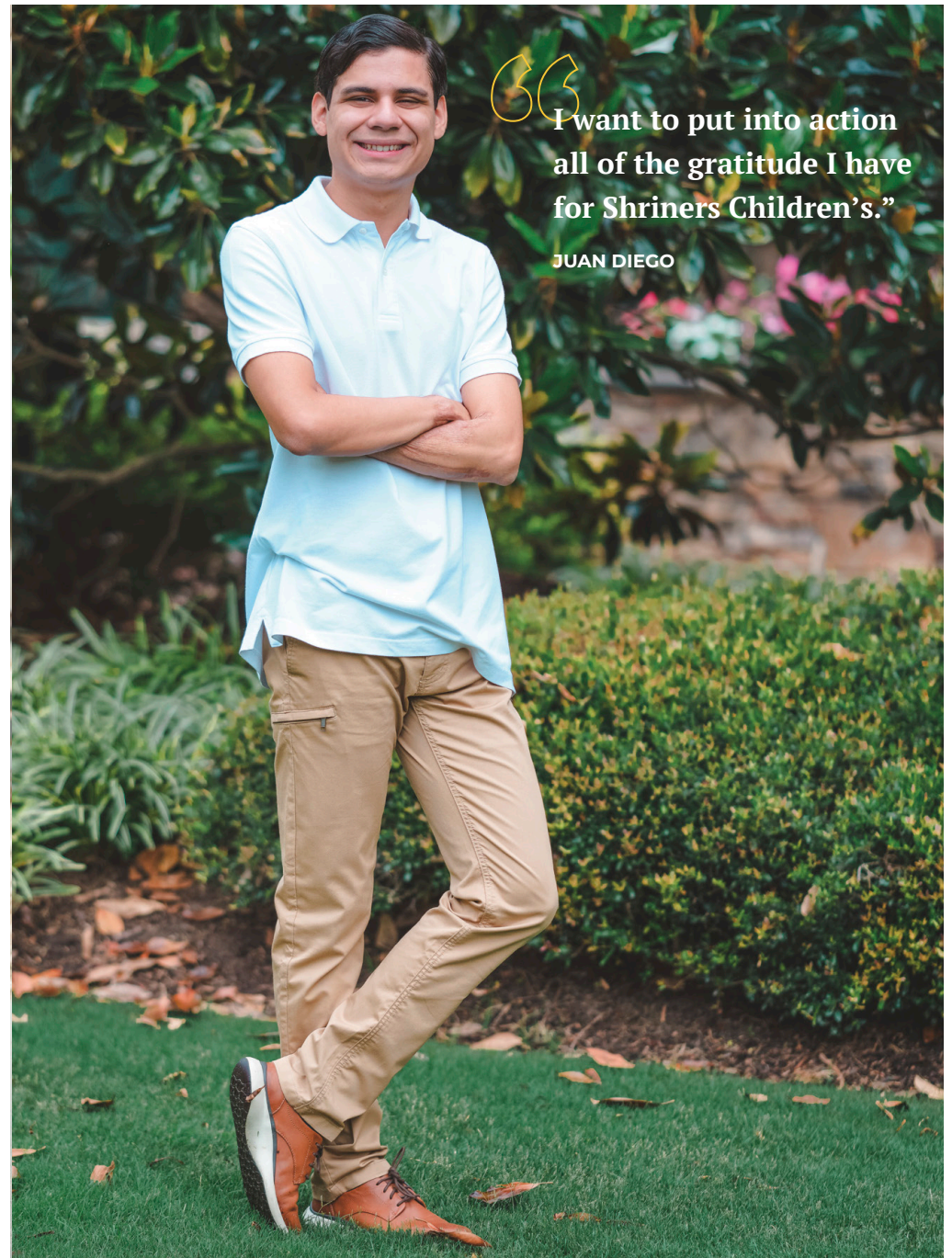
Juan Diego was burned in an electrical accident at his home in Honduras in 2018, leaving the 13-year-old's hands seriously injured. He was completely dependent on others for even the most basic tasks — he could not take care of himself, go to school, or draw or play music, two of his passions.

The Ruth Paz Foundation, a non-profit organization in Honduras devoted to providing quality medical services to children, learned about Juan Diego's injury and connected him with Shriners Children's Boston. Four months after his injury, he arrived at the hospital in Boston. Some of his burn wounds were still open, requiring immediate attention from the acute burn team.

During his two and a half months in Boston, much of Juan Diego's treatment involved intensive physical and occupational therapy. Occupational therapist Courtney Updegrave fabricated customized splints for his hands, enabling Juan Diego to relearn how to care for himself. He was even able to draw and play the drums again. Juan Diego approached every treatment and every obstacle with a positive attitude.

For the reconstructive phase of his care, Juan Diego worked with Joseph Upton, M.D., a plastic surgeon hand specialist who was able to restore sensation and mobility by taking tissue from another part of Juan Diego's body and building a web space between his thumb and index finger. Juan Diego continues to come to Shriners Children's Boston for reconstructive and laser surgeries.

Now 19 and a college student in Honduras studying international relations, Juan Diego is honored to represent Shriners Children's as an International Patient Ambassador. "I want to put into action all of the gratitude I have for Shriners Children's," he said. "I hope my story brings inspiration and hope to others."





Mel Bower

Chief Marketing and Communications Officer

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