

The sixth annual St. Jude *Thanks and Giving*[®] campaign

Give thanks for the healthy kids in your life, and give to those who are not.

During this unique national campaign launching Thanksgiving week and continuing through the end of the year, everyone can help raise funds that are vital to the research and treatment taking place at St. Jude Children's Research Hospital[®] by visiting participating partners or www.stjude.org.

In 2004, award-winning actress and St. Jude Children's Research Hospital National Outreach Director Marlo Thomas and her siblings, Terre Thomas and Tony Thomas, the children of hospital founder Danny Thomas, created *Thanks and Giving* to build awareness and raise funds for St. Jude during a season which exemplifies thanks and giving for so many.

What began as a holiday-focused fundraising effort has grown into an annual tradition that families look forward to each year. *Thanks and Giving* is an unprecedented coming together of celebrities, media, retail and corporate partners that asks consumers to "Give thanks for the healthy kids in your life, and give to those who are not."

Customers nationwide are encouraged to participate by:

- Adding a donation at registers during the checkout process while shopping at participating partners where you see the St. Jude *Thanks and Giving* magnifying glass logo. Visit www.stjude.org for a complete list of participating partners.
- Purchasing specialty merchandise at participating partners to benefit St. Jude.
- Donating online at www.stjude.org or calling 1-800-4STJUDE. Also, make a donation in memory or honor of a loved one and send a special *Thanks and Giving* tribute card. Tribute cards can be found on the St. Jude Web site.

A family of partners

In an extraordinary show of support, many leading brands and some of the most respected companies in the country are partnering with St. Jude in the *Thanks and Giving* campaign. These committed companies are asking their customers to join them in making a contribution to St. Jude to help save the lives of children in communities everywhere.

St. Jude partners who join the *Thanks and Giving*

campaign include: Target, CVS/pharmacy, Kmart, Kay Jewelers, Dick's Sporting Goods, AutoZone, Williams-Sonoma, Gymboree, Ann Taylor Brands, New York & Company, Dollar General, HSN, Harry & David, AOL, Brooks Brothers, Domino's Pizza, The Melting Pot, Pottery Barn, Casual Male, Marshalls, Saks Fifth Avenue, Chili's, Ticketmaster, Regal Entertainment Group and many more.

The tremendous support of our corporate, retail and media partners enables St. Jude to continue its lifesaving work of finding cures and saving children with cancer and other catastrophic illnesses.

A family of celebrities

Each year, influential television spots are produced by Tony Thomas and feature celebrity friends who year after year have generously donated their time. Jennifer Aniston, Robin Williams, Antonio Banderas, Reggie Bush of the NFL and Marlo Thomas are paired with the biggest stars of all – St. Jude patients. These memorable spots air on broadcast and cable networks, in both general and Spanish-language markets. The celebrities are also featured in a movie trailer which appears on more than 22,000 screens nationwide and on American Airlines flights. Our celebrity family also includes country artists Keith Urban, Brad Paisley, Carrie Underwood and Darius Rucker who have donated their time and talents in radio spots that run throughout the campaign on more than 200 stations across the nation.

For the first time, Latin Grammy Award nominated singer and songwriter Luis Fonsi joins the campaign in Spanish-language broadcast and print ads. The broadcast ads are set to air in Spanish-language markets around the United States and Puerto Rico. Fonsi will also act as the Spanish-language spokesperson for St. Jude.

In the media

The fundraising efforts are reinforced with a national blitz of print, television, radio, online, movie theater, outdoor advertising and alternative media. This is even further energized by television appearances by Marlo Thomas and St. Jude patients on network and cable news and talk shows. For the sixth consecutive year, NBC's "TODAY" show will launch the campaign on the Monday before Thanksgiving and feature Marlo and St. Jude patients each day that week.

Leading national magazines feature full-page advertisements in popular titles from home and décor, to lifestyle, entertainment and news. Full-page advertisements showcasing corporate partners run in newspapers in major cities across the country, as well as in *USA Today*. In addition, spectacular outdoor displays will appear in major cities from coast to coast, including NYC's Times Square. Mall signage across the country reinforces the *Thanks and Giving* campaign with high visibility.



Agradezca la salud de sus niños y brinde ayuda a aquellos que no la tienen.

1-800-2STJUDE | www.dargracias.org