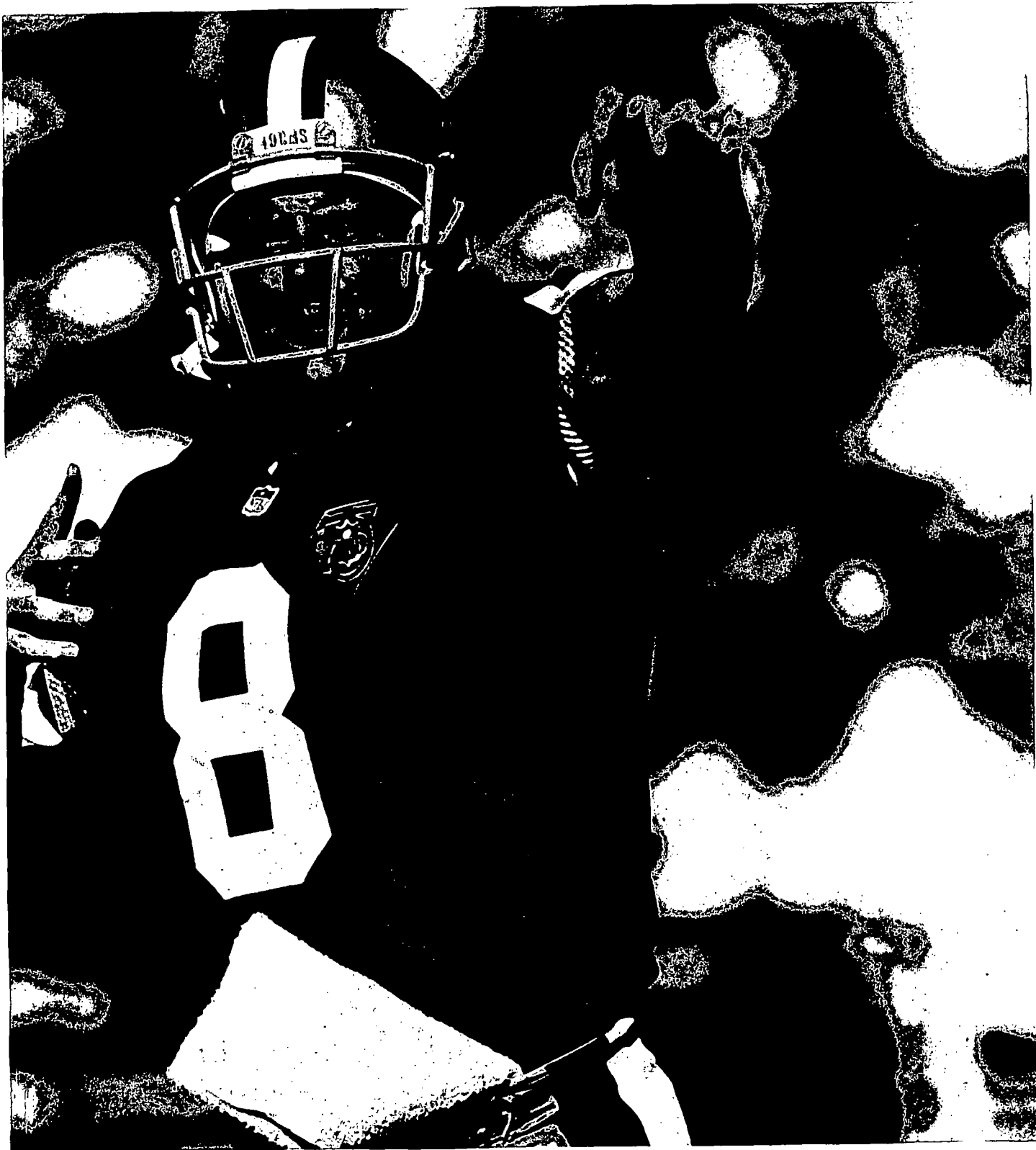




Make a Children's
Miracle Network

| File for |
Evan's cabinet



STEVE YOUNG





Marie Osmond

Co-Founder



Children's Miracle Network



SHAWNTEL SMITH

Miss America 1996

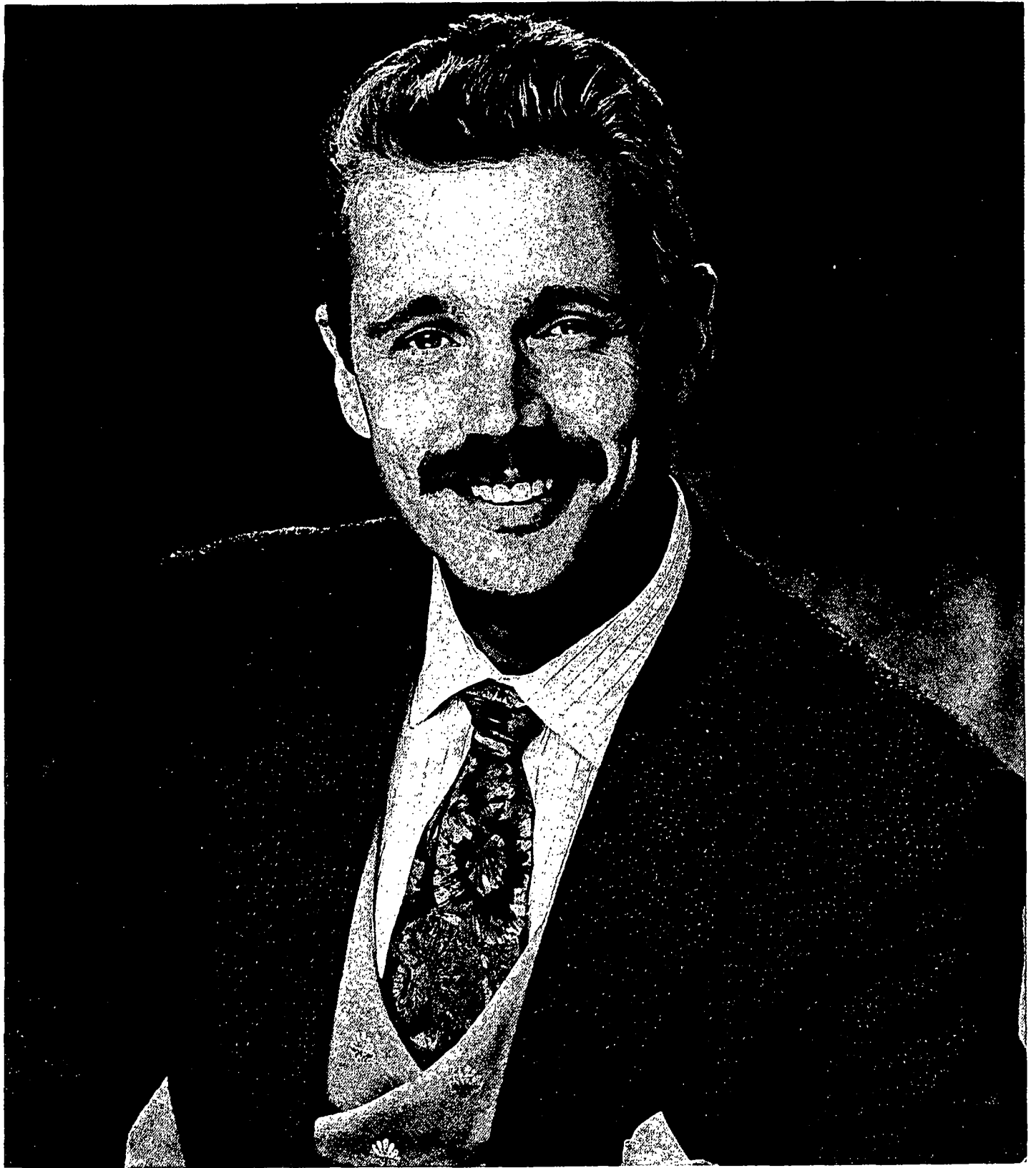


Children's Miracle Network



MERLIN OLSEN





JOHN SCHNEIDER



Children's Miracle Network



BO JACKSON



Children's Miracle Network



MARY LOU RETTON

News Release

**FOR IMMEDIATE RELEASE
May 6, 1996**

**Contact: Paul R. Jones
(801) 278-8900**

61 Children from U.S., Canada to Join Steve Young and Bo Jackson at White House and Parliament Hill Ceremonies and Appearance on National TV Children recognized as Children's Miracle Network 'Champions'

SALT LAKE CITY - A total of 61 children treated at Children's Miracle Network affiliated hospitals in North America have been named "CMN Champions" for their state or province.

The American Champions will join Steve Young, Bo Jackson, Mary Lou Retton and Coach "K," Mike Krzyzewski at the White House, Friday, May 31. The ceremony, which will include Champions from 50 states and the District of Columbia, is scheduled to be hosted by President and Mrs. Clinton. Later they will pay a visit to Congress.

The same day 10 children from Canada will be hosted at a similar function by Prime Minister and Mrs. Chrétien at Ottawa's Parliament Hill.

All 61 Champions will travel together to Walt Disney World to appear on Children's Miracle Network's international broadcast. The 21-hour show airs beginning at 9:00 p.m. (EST) June 1 and concludes June 2 at 6:00 p.m.

Called "CMN Champions Across America" and "CMN Champions Across

- more -

Canada,” the events will shine the spotlights of both nations on the 61 Champions, as well as the seven million other children treated each year at the 160 hospitals for children affiliated with Children’s Miracle Network.

“Just as the president invites the Super Bowl winners to the White House, he is inviting champions from each state to celebrate their recovery, their future and the hospitals that made it all possible,” says Mick Shannon, CMN’s president and CEO.

CMN Champions Across America and CMN Champions Across Canada will show that kids in every corner of North America now have a brighter future thanks to treatment received at CMN affiliated hospitals. Champions Across America and Canada will also bring home the fact that non-profit hospitals for children thrive on the public’s support and help.

The Champions were picked from among nominations made by CMN’s affiliated hospitals. The kids reflect the broad scope of treatment provided by CMN’s affiliated hospitals.

The broadcast, called *CMN Champions*, will “not only recognize the children as champions, but the many people who champion children,” says Shannon.

“Families, individuals, the hospital’s doctors and staff, sponsors, our TV stations, certainly donors and volunteers, they all qualify as champions of children.”

Children’s Miracle Network is an international non-profit organization whose mission is to generate funds and awareness programs to benefit children and 160 associated hospitals for children in the United States and Canada.

CMN affiliated hospitals specializes in treating children suffering from all afflictions, including cancer, birth defects, AIDS, accidents and heart and muscular diseases. They pride itself on treating the whole child, and provide care regardless of a family’s ability to pay.

Champions to join Steve Young at White House – Page-3

CMN's hallmark is that 100 percent of locally-generated donations stay in the community in which they were made to benefit participating hospitals.

Since its founding in 1983, CMN has helped raise more than \$915 million for its affiliated hospitals for children—\$133 million in 1995 alone. CMN's fund raising efforts climax each year in a 21-hour television special, broadcast live from Walt Disney World in Orlando.

The 1996 broadcast, *CMN Champions*, is scheduled for June 1-2.

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Children's Miracle Network

Summer 1995

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EVERY
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TELLS
A
STORY

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Co-founders
Marie Osmond
John Schneider

Fact Sheet

- ☆ The mission of Children's Miracle Network (CMN) is "to generate funds and awareness programs to benefit children and affiliated hospitals."
- ☆ CMN is the dominant North American organization actively providing better health care to kids, through its associated hospitals.
- ☆ The *CMN Champions* broadcast is the world's largest annual television fund raiser.
- ☆ Since its founding in 1983, CMN has helped raise more than \$917 million for hospitals serving children—\$133 million in 1995 alone.
- ☆ 100 percent of local donations stay in the community in which they were made to benefit participating hospitals.
- ☆ The hospitals associated with CMN treat children with all types of afflictions—cancer, heart and muscular diseases, birth defects, cerebral palsy, AIDS, and accident victims. They pride themselves on treating the whole child, rendering service based on need, not the ability to pay.
- ☆ CMN affiliated hospitals treat 7 million children across North America each year.
- ☆ CMN affiliated hospitals provided \$2.5 billion in charity care last year alone.
- ☆ It costs these same hospitals \$640 million annually just to maintain their life-saving equipment, let alone purchase new equipment.
- ☆ The 14th annual broadcast of the Children's Miracle Network will air live from Walt Disney World June 1 & 2, 1996. The 21-hour special begins at 9 p.m. (EST), June 1 and runs through 6 p.m., June 2.
- ☆ The 1996 *CMN Champions* broadcast will benefit 162 hospitals for children and will be carried by 200 television stations in the United States, Canada and Mexico.
- ☆ Many sports personalities and entertainers will appear on *CMN Champions*. All of the celebrities donate their time to CMN.

☆ Sports and entertainment personalities committed to CMN include:

Steve Young – International Chairman
 Bo Jackson – Broadcast Chairman
 Merlin Olsen – Cohost
 Mary Lou Retton – Cohost

Bob Hope – Honorary Chairman
 Marie Osmond – Co-founder
 John Schneider – Co-founder
 Mary Hart – Co-host
 Marilyn McCoo – Co-host
 Miss America – Goodwill Ambassador

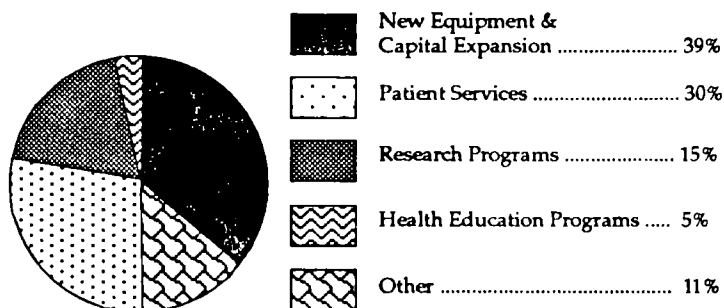
☆ Additional sports people who support CMN include:

Troy Aikman
 Danny Ainge
 Jeff Bagwell
 Chris Berman
 Drew Bledsoe
 Bubby Brister
 Shawn Bradley
 Dave Brown
 Randall Cunningham
 John Elway
 Boomer Esiason
 Jim Everett
 Bret Favre
 Wayne Gretzky

Jim Harbaugh
 Lou Holtz
 Jeff Hostetler
 Michael Irvin
 Dan Jansen
 Jim Kelly
 Dave Klingler
 Bernie Kosar
 Mike Krzyzewski
 Michelle Kwan
 Dan Marino
 Johnny Miller
 Chris Miller
 Rick Mirer

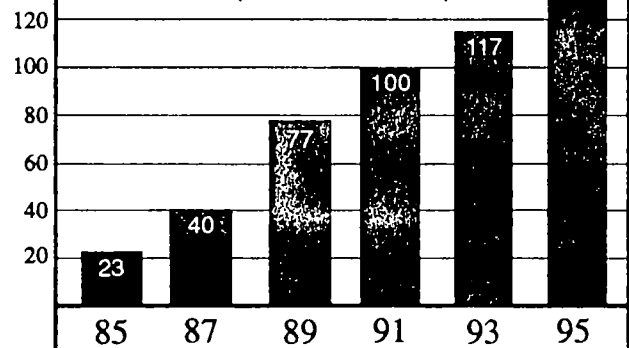
Warren Moon
 Dale Murphy
 Neil O'Donnell
 Jerry Rice
 Mark Rypien
 Barry Sanders
 Junior Seau
 Heath Schuler
 Phil Simms
 Emmitt Smith
 Leigh Steinberg
 Danny Sullivan
 Mark Tewksbury

How CMN Hospitals Use CMN-Generated Funds



Dollars Raised

(in millions of dollars)





Background

Children's Miracle Network is an international non-profit organization dedicated to raising funds for and awareness of hospitals for children. Begun in 1983, CMN's first fund raising effort was a television special broadcast by 30 TV stations and originating from a small studio in Provo, Utah. That first year CMN and 22 hospitals across the country raised \$4.7 million.

Now CMN produces the largest television fund raiser in the world. Since 1987, the annual 21-hour international television special has originated live from Disneyland. In 1996 CMN again takes up the mantle of leadership with its move to Walt Disney World and an exciting sports format. The fund raising campaign and broadcast, both called *CMN Champions*, benefits 162 hospitals for children. *CMN Champions* will be carried by 200 television stations in the United States, Canada and Mexico, and annually benefits seven million children suffering from every affliction. In 13 years CMN has raised \$917 million—\$133 million in 1995 alone.

CMN's founding pledge, to keep 100 percent of donations in the area in which they were raised, remains at the core of its philosophy. However, CMN has changed. Each year hundreds of special events are organized and executed under the CMN umbrella in large and small communities throughout North America.

CMN is also the leader in cause marketing, enhancing the marketing plans of major corporations with innovative and creative promotions. Moreover, CMN has redefined the traditional television fund raiser. New and exciting programming under the banner of *CMN Champions* will bring the entire sporting world together to help kids. *CMN Champions* will showcase individual programs like *Nissan Presents Hometown Heroes*, *Marriott Sports Dream*, *Ace Hardware's Home Safety Show* and *Mattel Presents Mary Lou's Fit Kids*.

CMN has also evolved to become the dominant organization actively providing better health care for millions of children through its associated hospitals. The 162 hospitals affiliated with CMN represent the premier pediatric facilities in their respective communities, and some of the finest hospitals in the world.

Of course, the television special remains CMN's largest event of the year. Traditionally the program takes place the first weekend following the U.S. Memorial Day holiday. And so, on June 1-2, 1996, the Children's Miracle Network Champions broadcast will feature sports and entertainment personalities in educational, entertaining and informative programming.



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