

2011 Miracle Aisles Campaign

Join us for our 24th year of helping children in our community.

Miracle Aisles is entering its 24th year of fundraising for Doernbecher Children's Hospital. Since its inception, the program has raised more than \$2.8 million for the hospital thanks to generous vendors like you. We invite you to show your support by registering your product for the 2011 Miracle Aisles campaign.



Why Your Participation Means So Much to the Children of Our Region

The commitment and generosity of thousands of donors – individuals, companies, foundations and organizations – helps make comprehensive and innovative healthcare, education and research possible at Doernbecher Children's Hospital. As part of Oregon Health & Science University, the state's only academic health center, Doernbecher has specialists in every major area of pediatrics including cancer, heart disease, cardiac surgery, diabetes, kidney disease, trauma, neonatal and pediatric intensive care.

Funds from the 2011 Miracle Aisles program will support the Harold Schnitzer Diabetes Health Center at Oregon Health & Science University. The Harold Schnitzer Diabetes Health Center treats children and adults with diabetes, trains current and future diabetes specialists and provides resources that improve the standard of care for diabetes patients across Oregon and southwest Washington, including those in underserved areas. The center is one of the few to treat both adults and children in one facility, providing continuity of care throughout a patient's lifelong relationship with diabetes.

Miracle Aisles at a Glance

Program Benefits

- Eye-catching shelf tags in nearly 300 Oregon and southwest Washington stores (70% ACV)
- Approximately 200 shelf tags per store, three brands on average
- Six-week advertising campaign in The Oregonian and Statesman Journal, and a six-week radio campaign through Portland Area Radio Council
- Product logo on paper grocery bags in most participating retailers (1.4 million bags printed in 2010)
- In-store audio announcements and gatefold announcements to publicize campaign in select retailers
- POS brand exposure for all participating products
- Association with LOCAL, high-profile children's hospital

Immeasurable Value

- Approximately .075 cents per tag, per store, per day!
- Potential to reach 7.2 million customers (average 500 shoppers per day, per store, over a six-week period).
- Average of three customer visits per week, per store = 18 frequency rate
- 70% consumer reach x 18 frequency = 1260 GRPs

Program Run Dates: Sept. 1—Oct. 15, 2011

Cost: \$3,500 (per category)



**Doernbecher Children's
Hospital Foundation**
Oregon Health & Science University

Outstanding Marketing for your Products!

Miracle Aisles will provide your products with outstanding print and broadcast support while you help the children at Doernbecher Children's Hospital.

Your participation in the Miracle Aisles program will be showcased in an advertising campaign running in The Oregonian and Statesman Journal. Multiple ads will be featured each week, including ads in the Sunday paper and Food Day section.

Miracle Aisles will also hit the airwaves with Portland Area Radio Council spots. Consumers will be directed to look for the bright Miracle Aisles shelf tags and your products. The broadcast campaign includes all radio stations in the Portland metro area and reaches more than 1.9 million people.

Many of the retailers who participate in the Miracle Aisles program also support the Miracle Aisles bag program. During the six-week run of the campaign, retailers will carry grocery bags imprinted with your product logo. In 2010, more than 1.4 million grocery bags were produced.

In addition to the bag program, retailers are also asked to support Miracle Aisles by running in-store radio ads promoting the program and including the program on gatefold advertising. Your product will also be tagged with a Miracle Aisles shelf tag for point of sale promotion! This combination of print, radio and in-store promotions means wide exposure for your products!

2011 Miracle Aisles Board Members

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Patient Story: Henry

Jennifer and Tom Kilman of Scappoose hope that by the time their son Henry reaches high school, doctors will be able to take a diabetic’s own cells, convert them into insulin-producing cells and transplant them back into the individual’s pancreas to begin producing insulin.

Henry was barely two years old when he lost 10 percent of his body weight in just two weeks. He was not eating well, but Jennifer and Tom thought it might just be a phase. They became more concerned when they noticed at bath time that his ribs were starting to show. Then they noticed that despite more frequent changes, his diapers were always soaked through.

Jennifer took Henry to OHSU’s Family Medicine Clinic in Scappoose. Clinic staff called an ambulance as soon as they tested his blood sugar, which was 350 when it should have been less than 100. In the ambulance, paramedics put him on oxygen but were reluctant to start an IV because he was so small.

When they arrived in the Doernbecher Emergency Room, doctors there told the Kilmans that Henry was suffering from diabetic ketoacidosis, a complication of diabetes resulting from an acute insulin deficiency. Henry was transferred to the pediatric intensive care unit (PICU) where critical care specialists and pediatric endocrinologists went to work. Jennifer recalls a visit from Joan Kono, the diabetes educator, while Henry was still in the PICU. Ms. Kono showed the Kilmans how to test the blood for sugar and give insulin shots. Jennifer and Tom practiced on each other and anyone else who was willing to volunteer.

They had some experience with diabetes — Tom’s younger brother has lived with Type 1 since he was 12 and Jennifer’s mother had been diagnosed with Type 2 just six months earlier — but they still had lots of questions. Once Henry was stable and at home, Jennifer estimates they called Doernbecher endocrinologists, Jacalyn Bishop, M.D. and Bruce Boston, M.D., several times a day for the first two weeks and a minimum of once a day the first month. With the help of Doernbecher’s endocrinology team, including all the doctors, nurses, Ms. Kono and a nutritionist, they developed a schedule for Henry that initially included at least five blood tests each day, three or four injections of two different kinds of insulin, and a 2:00 a.m. nightly check-in by his parents.

Henry is now eight years old and a vibrant third grader who loves basketball, soccer and Legos. He is a voracious reader, conquering books several years above his age level. He is learning to live with his diabetes and was recently diagnosed with Celiac disease, an auto immune disease that is triggered by gluten, just as Diabetes is triggered by Sugar. Gluten is protein found in wheat, barley, rye and oats. This requires him to eat a gluten free diet. Henry has an insulin pump that allows him more flexibility but they continue to test his blood sugar 8-10 times a day in an attempt to keep it from being too high or low.

Henry is full of life and energy, but has bad days where he just doesn’t want to be brave anymore. All of this continues to be a challenge for Henry and he often feels frustrated, angry and sad. However, the family feels very fortunate to have the team of doctors, nurses, dietitians, family and friends that help them manage it all. They wish everyday for a cure and work to educate others about diabetes.



Recent photo of Henry showing off his Lego creation.



Henry shortly after he was diagnosed with Type 1 Diabetes.



Thank you to supporters of the 2010 Miracle Aisles Campaign. Please join us again in 2011!

- *7Up
- A&W
- *Aquafresh Toothpaste
- Arrowhead Mountain Spring Water
- *Atta Boy Dry Dog Food
- *Atta Cat Dry Cat Food
- Chateau Ste Michelle
- Clorox Disinfecting Wipes
- Coca-Cola
- Colgate Toothbrushes
- Crystal Light
- *Darigold Cottage Cheese
- *Darigold Sour Cream
- Del Monte Canned Fruit
- Delsym Cough Suppressant
- *Dreyer's Ice Cream
- *EggLand's Best Eggs
- Energizer Batteries
- *Florida's Natural Refrigerated Juice
- *Foster Farms Chicken
- Franz Cookies
- Franz Wide Pan Breads
- *Full Sail and Session Beer
- *Gatorade
- Gerber Baby Food
- Glad Trash Bags
- Green Mt. Coffee
- Hidden Valley Ranch
- Kashi Cereal
- KC Masterpiece BBQ Sauce
- King Arthur Signature Flours
- *Land o' Frost Premium Lunchmeat
- *M&M's
- Marie Callender's Croutons
- Mrs. Cubbisons Croutons
- *MD, Angel Soft, Quilted Northern
- Miller Light and Coors Light
- Mirror Pond Pale Ale
and Black Butte Porter
- Mission & Guerrero Tortilla Chips
- Nalley's Chili
- Newman's Own Frozen Pizza
- *Newman's Own Lemonade
- *Newman's Own Pasta Sauce
- *Newman's Own Popcorn
- *Newman's Own Salad Dressing
- *Newman's Own Salsa
- *Nissin Cup of Noodles
- Organix Shampoo & Conditioner
- *Oroweat 100% Whole Wheat Muffins
- Perrier
- Pirates Booty, Potato Flyers and Smart
Puffs
- Red Bull
- Red Vines
- *Reser's and Don Pancho Flour
and Corn Tortillas
- Rocher Chocolate
- S&W Canned Beans
- Seventh Generation Liquid Laundry
Detergent
- *Snapple
- *SoBe
- Special K Cereal
- *Stash Premium Tea
- *Sun Chips
- *Tillamook Sliced Cheese
- *Tillamook Yogurt
- Tully's Coffee
- Vlasic Pickles
- World Kitchens Jerky
- Yellow Tail Wine

*These generous companies have supported the Miracle Aisles program for five or more consecutive years! Thank you for your continued support.

Thank you to our 2010 participating retailers!

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|--------------------------|------------------|----------------------|-------------|
| Albertsons | Mega Foods | Roth's Fresh Markets | Shop'n Kart |
| Food 4 Less | Price Impact | Safeway | Thriftway |
| Fred Meyer | Price Less | Select Markets | Zupan's |
| Haggen Food and Pharmacy | QFC | Sentry Markets | |
| Market of Choice | Ray's Food Place | Shop Smart | |

Questions?

Contact Allie Reynolds at the Doernbecher Foundation at 503-220-8343 or reynolal@ohsu.edu.

