



About Doernbecher Freestyle

Doernbecher Freestyle is a partnership between OHSU Doernbecher Children's Hospital and Nike. Each year, a group of special Doernbecher patients who have triumphed over serious illness are selected to design authentic Nike shoes, which are sold at Niketown stores nationwide and online to raise funds for the hospital.

Working with Nike's top creative talent, the patient-designers use their shoes to express powerful personal messages about their lives, their experiences and their hopes for the future. Sometimes serious, sometimes silly, Freestyle shoes give new meaning to the phrase "fashion statement."

All proceeds from shoe sales benefit programs at Doernbecher, the premier pediatric medical center serving Oregon, southwest Washington and the surrounding region. Now in its eighth year, Freestyle has raised more than \$3 million for Doernbecher.

Freestyle designers are nominated each year by physicians and staff at Doernbecher. In the spring they travel to the Nike campus where they meet their design mentors, brainstorm ideas and begin sketching their designs. The kids have free artistic license, and the pro designers often pick up a few new tricks from these creative fledglings. The first sample shoes are rushed to Portland in the fall for an annual unveiling event. At this exciting fundraiser, bidders spend big bucks to win celebrity-autographed pairs of these highly collectible shoes before they hit the retail market. Nike releases each year's new collection in time for the holiday season. Shoes can be purchased at Nike retail locations across North America and online at www.nike.com starting November 5.

The program was conceived by Michael Doherty, Nike's creative director for global brand presentations and a member of the Doernbecher Foundation board of directors. The idea was first pitched by Doherty's teenage son: Why not ask Nike to create a custom shoe honoring Doernbecher's brave young patients? It wasn't long before the idea evolved into the program we know today — an empowering opportunity for courageous kids to express themselves in a totally unique way, while at the same time experiencing the thrill of helping other kids like them.

The project is also gratifying to Nike employees. An estimated 8,000 employees representing each department touch the project in some way — and many of them feel it is the most worthwhile thing they work on all year. As one designer put it, "It's the most real thing we do."

www.freestyle.doernbecherfoundation.org

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**DOERNBECHER
CHILDREN'S HOSPITAL**
Oregon Health & Science University

Meet Nike's 2011 Doernbecher Freestyle Designers

These kids have a lot to say — and they let their shoes do the talking



Name: Warang McManus
Hometown: Eugene, OR
Health Issue: Acute Lymphoblastic Leukemia
Prized Possession: The life she was given back
Shoe: Skinny Dunk Hi
Retail Price: \$82 (Adult) \$70 (Youth)
Sizes Available: 5-10, 11 (Adult) 3.5-7 (Youth)



Name: Anthony Roletto
Hometown: Hillsboro, OR
Health Issue: Denys-Drash Syndrome
Prized Possession: His kidney and family
Shoe: Vulc-Rod
Retail Price: \$65
Sizes Available: 6-12, 13 (Adult only)



Name: Dacia Kasenga
Hometown: Underwood, WA
Health Issue: Ventricular Septal Defect
Prized Possession: Necklace and stuffed nitany lion
Shoe: Nike Shox NZ
Retail Price: \$115 (Adult) \$95 (Youth)
Sizes Available: 5-10, 11 (Adult) 3.5-7 (Youth)



Name: Isaiah Scott
Hometown: Milwaukie, OR
Health Issue: Acute Lymphoblastic Leukemia
Prized Possession: JacQuizz Rodgers jersey
Shoe: Air Jordan IV
Retail Price: \$175 (Adult) \$120 (Youth)
Sizes Available: 7-12, 13, 14, 15 (Adult) 3.5-7 (Youth)



Name: Daniel Bair
Hometown: Forest Grove, OR
Health Issue: Astrocytoma
Prized Possession: Piano keyboard
Shoe: Air Max 95
Retail Price: \$145 (Adult) \$95 (Youth)
Sizes Available: 6-12, 13, 14, 15 (Adult) 3.5-7 (Youth)



Name: Mackenzie Short
Hometown: Roseburg, OR
Health Issue: Cystic Brain Tumor
Prized Possession: Family and best friend Madison
Shoe: Free Run 2
Retail Price: \$90 (Adult) \$75 (Youth)
Sizes Available: 5-10, 11 (Adult) 3.5-7 (Youth)

