

## 2014 Miracle Aisles Program Supporting OHSU Doernbecher Children's Hospital



Miracle Aisles is entering its 27th year of fundraising for OHSU Doernbecher Children's Hospital. Since its inception, the program has raised more than \$3 million for the hospital thanks to generous suppliers like you. We invite you to show your support by registering your product for the 2014 Miracle Aisles program.

### 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 to make comprehensive and innovative healthcare, education and research possible at OHSU Doernbecher Children's Hospital. As part of Oregon Health & Science University, the state's only academic health center, Doernbecher has more children's specialists in every major area of pediatrics including cancer, heart disease, cardiac surgery, diabetes, kidney disease, trauma, neonatal and pediatric intensive care, than anywhere in Oregon.

Funds from the 2014 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 over 300 Oregon and southwest Washington stores (70% ACV)
- Approximately 175 shelf tags per store
- Six-week advertising campaign in The Oregonian, including OregonLive.com
- Six-week radio campaign through Portland Area Radio Council (20 stations reaching 1.2 million listeners= 3.6 million audio impressions)
- Product logo on paper grocery bags in most participating 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 8.4 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, 2013  
Cost: \$3,500 (per category)



DOERNBECHER  
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## 2014 Miracle Aisles Campaign

### Supporting OHSU Doernbecher Children's Hospital

#### Outstanding Marketing for your Products!

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

Your participation in the Miracle Aisles program will be showcased in an advertising campaign running in The Oregonian. Ads will be featured on OregonLive.com and in an issue of FoodDay.

Miracle Aisles will also hit the airwaves with Portland Area Radio Council spots. Consumers will be directed to look for the 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 carry grocery bags imprinted with your product logo for even more exposure.

Your product will be tagged with a Miracle Aisles shelf tag for point of sale promotion. This combination of print and radio promotions means wide exposure for your products!

#### 2013-14 Miracle Aisles Board Members

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*PepsiCo*

Jill Stanchfield  
*Acosta Sales & Marketing*

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*Unified Grocers*

John Holter  
*Fred Meyer*

Monte Stowell  
*Georgia-Pacific*

Mike Zoesch, Co-Chair  
*Fred Meyer*

Mark Jackson  
*Stash Tea*

Evan Strain  
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*Ste Michelle Wine Estates*

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*Kraft Foods*

Kent Woolslayer  
*Advantage Sales & Marketing*

Frank Bussemeier  
*DPI Specialty Foods*

Talia Monroe  
*PepsiCo*

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*Acosta Sales & Marketing*

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*Marketing Concepts NW, Inc.*

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*Fred Meyer*



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# 2014 Miracle Aisles Campaign

Supporting OHSU Doernbecher Children's Hospital



**Thank you to supporters of the 2013 Miracle Aisles Campaign. Please join us again in 2014!**

- |                                       |                                  |   |
|---------------------------------------|----------------------------------|---|
| *7Up                                  | Folgers Coffee                   | *Newman's Own Popcorn                               |
| American Licorice                     | *Foster Farms                    | *Newman's Own Salad Dressing                        |
| *Angel Soft, MD, QNBT & QNBT          | *Franz Bakery                    | *Newman's Own Salsa                                 |
| Ultra Plush                           | *Full Sail and Session Beer      | Nivea Lip Care                                      |
| Aquaphor Lip Repair                   | *Gatorade                        | Noble Vines   |
| *Arrowhead Mountain Spring Water      | Ghirardelli Chocolate            | *Perrier  |
| *Atta Boy Dry Dog Food                | Godiva                           | Popcorn Indiana                                     |
| *Atta Cat Dry Cat Food                | Hand Craft                       | Ravenswood  |
| Banana Boat Sun Screen                | Hawaiian Tropic Sun Screen       | *Red Bull   |
| Bota Box Wines                        | Irony Wines                      | *Reser's and Don Pancho Flour and<br>Corn Tortillas |
| Classico Pasta Sauce                  | *King Arthur Flour               | S&W Beans   |
| *Colgate Toothbrushes                 | *Land o' Frost Premium Lunchmeat | Schick Brand  |
| *Columbia Crest Grand Estates         | Langers Juice                    | *Snapple  |
| *Darigold Cottage Cheese              | *Lucerne Foods: Tillamook Yogurt | *SoBe LifeWater                                     |
| *Darigold Sour Cream                  | *M&M's                           | Special K Cereal                                    |
| Del Monte Canned Fruit                | Menage a Trois                   | *Stash Premium Tea                                  |
| *Deschutes Brewery Products           | Mike and Ike                     | *Tillamook Sliced Cheese                            |
| *Dreyer's Grand Ice Cream             | *Newman's Own Frozen Pizza       | *World Kitchens                                     |
| *Florida's Natural Refrigerated Juice | *Newman's Own Lemonade           |   |
|                                       | *Newman's Own Pasta Sauce        |   |

\*These generous companies have supported the Miracle Aisles program for five or more consecutive years! Thank you

## Thank you to our 2013 participating retailers!

Albertsons  
Food 4 Less  
Fred Meyer  
Market of Choice  
Mega Foods

Price Impact  
Price Less  
QFC  
Ray's Food Place  
Roth's Fresh Markets  
Safeway

Select Markets  
Sentry Markets  
Shop Smart  
Shop'n Kart  
Thriftway

A 2.5% administrative fee may be applied to gifts.

### Questions?

Contact Allie Reynolds at the Doernbecher Foundation at  
503 220 8343 or [reynolal@ohsu.edu](mailto:reynolal@ohsu.edu).



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## 2014 Miracle Aisles Participation Agreement

The Miracle Aisles program runs from September 1 to October 15. The participation fee is \$3,500 per product category. Funds from the 2014 Miracle Aisles program will support the pediatric component of the Harold Schnitzer Diabetes Health Center at Oregon Health & Science University.

### Miracle Aisles agrees to provide the following to all 2014 participants:

- Eye-catching shelf tags in over 300 Oregon and southwest Washington stores
- A six-week advertising campaign in The Oregonian
- Six-week Portland Area Radio Council spots on 20 stations (1.2 million listeners)
- Product logo on paper grocery bags in most participating retailers
- Product promotion on the Doernbecher Foundation website ([www.doernbecherfoundation.org](http://www.doernbecherfoundation.org))
- The satisfaction of helping children in Oregon, southwest Washington and beyond

\_\_\_\_\_ (name of organization) will participate in the 2014 Miracle Aisles program and agrees to the following:

\$3,500 participation fee per product category due November 1, 2014.

Participating Product Category (i.e. salsa): \_\_\_\_\_

Product (i.e. Newman's Own Salsa): \_\_\_\_\_

Name to Appear on Advertisements: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company/Broker: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Agreement must be signed and returned prior to June 6, 2014. An invoice will be sent after the agreement has been received. If you have questions about Miracle Aisles please contact Allie Reynolds at 503-220-8343 or [reynolal@ohsu.edu](mailto:reynolal@ohsu.edu).

Please return signed agreement to:  
Doernbecher Children's Hospital Foundation  
Attn: Miracle Aisles  
1121 SW Salmon, Suite 100  
Portland, OR 97205  
or FAX to (503) 294-7058  
Email: [reynolal@ohsu.edu](mailto:reynolal@ohsu.edu)

*A 2.5% administrative fee may be applied to gifts.*



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