

## MEDIA/PR PARTNERSHIP SUCCESS:

### The Children's Hospital at Sacred Heart



In April 2013, The Children's Hospital at Sacred Heart partnered with Gabe's Chemo Duck Program to help bring some comfort to their pediatric cancer patients. After two dozen cuddly companions made their way into the arms of the children undergoing chemotherapy, the hospital began reaching out to local media to share their story. Through these efforts, Sacred Heart received some positive coverage which in turn, helped them obtain more sponsors, ensuring that all of the kids battling cancer at their hospital would be given the gift of huggable hope through the Chemo Duck Program. **Media coverage included:**

- TV spot on a local ABC news station
- Articles in local newspapers and magazines
- Posting on hospital and Chemo Duck websites
- Social media posts that resulted in new fans and increased interaction

"After submitting the press release, we received some great media coverage that led to multiple inquiries about Gabe's Chemo Duck Program! It allowed us the opportunity to educate our community about the need for this incredible resource and ended up being wonderful publicity for our hospital as well! By simply taking a little time to connect with our local media, we were able to make an incredibly positive impact on the children we serve and we are so grateful to have found sponsors to help us keep the program going!"

Erin R. Clancy

Child Life Specialist, The Children's Hospital at Sacred Heart

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#### Benefits of sharing your Gabe's Chemo Duck Program story:

- Helps to identify local sponsors
- Potential for media coverage for your hospital
- Encourages donors who already have a vested interest in our program to continue supporting the program at your facility

#### Building Strong Partnerships

Gabe's Chemo Duck Program is committed to providing huggable hope to children living with cancer. Together, with your hospital and the support from your local media and sponsors, we can ensure that every child receives their very own Chemo Duck companion to help them along their journey.

