



FOR IMMEDIATE RELEASE

CONTACT: Robyn Soffera
Office (919) 667-2565
Cell (919) 931-5874
robyn.soffera@duke.edu

MEDIA ADVISORY
**** PHOTO/VIDEO** INTERVIEW****

DUKE CHILDREN'S HOLIDAY CARDS GIVE HOPE TO SICK CHILDREN

- WHAT:** 2009 Card Program Press Conference and Card Unveiling
Hosted by Coach Mike Krzyzewski
Introducing the new Holiday and All-Occasion Card Variety Packs
- WHEN:** Wednesday, November 4, 2009
9:30 a.m. – 9:50 a.m. *(The traditional ceremony recognizing our sponsors and artists, hosted by Coach Krzyzewski, will follow at 10 a.m.)*
- WHERE:** McGovern-Davison Children's Health Center
(adjacent to Duke Hospital main entrance at 2301 Erwin Road)
- WHY:** **Coach Mike Krzyzewski will be on-hand with our young artists and sponsors to unveil the 2009/2010 Holiday Cards and All-Occasion Cards and take questions.**
The holiday cards you send this season could change the life of a sick child. The 29th annual Duke Children's Card Collection—featuring designs by young artists from our area—goes on sale November 1 with proceeds benefiting pediatric programs at Duke Children's Hospital & Health Center.
- BACKGROUND:** Each year local students and Duke Children's patients are challenged to design the perfect card. From the hundreds of designs submitted this year, six were chosen by our sponsors to become this year's edition of Duke Children's Cards. The cards are sold in packs of 20 (variety pack) for \$15. This year's edition offers a holiday variety pack and an all-occasion variety pack.

For more information, visit www.dukechildrens.org.

###