



FOR IMMEDIATE RELEASE

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DUKE CHILDREN'S HOLIDAY CARDS GIVE HOPE TO SICK CHILDREN

DURHAM, N.C. (November 1, 2007)— Coach Mike Krzyzewski, chairman of the Duke Children's Holiday Card program, unveiled the 2007 Holiday Card collection along with the artists Thursday morning at the R. David Thomas Executive Conference Center on Duke's west campus. He also unveiled the first ever All-Occasion card.

The holiday cards you send this season could change the life of a sick child. The 27th annual Duke Children's Holiday Card Collection and new All-Occasion Card—featuring designs by young artists—go on sale today with proceeds benefiting pediatric programs at Duke Children's Hospital & Health Center.

The Holiday Card program has not only brought colorful child-designed greeting cards into hundreds of thousands of homes during its 26 years, but it has brought more than \$1 million in funds to support pediatric programs at Duke Children's Hospital & Health Center.

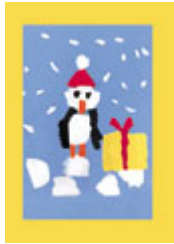
Each year local art teachers challenge their students to design the perfect holiday card. "We also receive submissions from our patients—children who enduring their own medical battles want to help other children heal," says Rose Jackson, card program coordinator. "It is truly heartwarming."

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Duke Children's Cards Unveiled- page 2 of 3

From the hundreds of designs submitted this year, five were chosen by our sponsors to become this year's edition of Duke Children's Holiday Cards. The cards are sold in packs of 20 (variety packs) for \$15 at Harris Teeter stores, Barnes and Noble Booksellers, Coastal Federal Credit Union, Duke University Federal Credit Union, the Washington Duke Inn & Golf Club, Whole Foods in Chapel Hill, the Medical Center Bookstore and Gothic Bookshop on the Duke University campus, and all Duke Hospital gift shops. In Wilmington, N.C., cards can also be purchased at BB&T locations and Pottery Plus. Cards can be ordered on-line at www.dukechildrens.org and personalized imprinting and bulk orders are available by calling 919-667-2575.

ABOUT THE CARDS: (All-Occasion and Holiday Card designs available electronically at www.dukechildrens.org- click on Press Room)



Diana Perez Espinosa
Creekside Elementary, Durham
Card sponsored by Duke University Federal Credit Union
"Penguin"
Inside Message: Sending gifts of hope this holiday season.



Alexis Knoles
Mount Energy Elementary, Creedmoor
Card sponsored by Coastal Federal Credit Union
"Snowballs 5¢ "
Inside Message: Wishing you peace and togetherness this holiday season.



Veronica Adams
Duke Children's Patient
Card sponsored by ELONTHON - Elon University's Dance Marathon
"Ornate Tree "
Blank inside.



Jeffrey Ayala
Holt Elementary, Durham
Card sponsored by Lawson Hamilton
"Sledding Mouse"
Inside Message: Wheeeeeeeeeee! Happy Holidays!



Alexandra Perdue
Mount Energy Elementary, Creedmoor
Card sponsored by Croscill Home
"Snowman Lantern "
Inside Message: May the joy of the season be a light in your heart.



Mason Buck Spiers

Duke Children's Patient

Conn Active Learning and Technology Magnet Elementary, Raleigh

Card sponsored by Hilliard Family Foundation

"Everyday Floral"

Blank inside.

About Duke Children's Hospital & Health Center:

Duke Children's Hospital & Health Center, located in Durham, N.C., is nationally ranked among the best in pediatric health care programs. Caring for children is our number one priority, from routine check-ups and immunizations to the treatment of life-threatening injuries and illnesses. At Duke Children's, we provide hope and the most advanced health care available. Offering innovative procedures including stem cell and bone marrow transplants as well as a variety of support services for our patients and their families, Duke Children's cares for children from around the world. We are also a critical local resource - taking care of 60 percent of Durham's children with more than 70 percent of patients coming from central North Carolina. For more information please visit www.dukechildrens.org.

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