



FOR IMMEDIATE RELEASE

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DUKE CHILDREN'S HOLIDAY CARDS GIVE HOPE TO SICK CHILDREN

DURHAM, N.C. (November 1, 2005)—The 2005 Holiday Card press conference and unveiling hosted by Coach Mike Krzyzewski, chairman of the Holiday Card program, takes place today at Duke Children's Hospital & Health Center.

The holiday cards you send this season could change the life of a sick child. The 23rd annual Duke Children's Holiday Card Collection—featuring designs by young artists—goes on sale today with proceeds benefiting pediatric programs at Duke Children's Hospital & Health Center. Coach Krzyzewski will be on-hand with our young artists and underwriters to unveil the 2005 Holiday Cards.

The Holiday Card program has not only brought colorful child-designed greeting cards into hundreds of thousands of homes during its 22 years, but it has brought over \$900,000 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. From the hundreds of designs submitted this year, five were chosen by our underwriters to become this year's edition of Duke Children's Holiday Cards. The cards are sold in packs of 20 (one design) for \$15.00. Cards are sold at local Harris Teeter stores, Barnes and Noble Bookstores, Coastal Federal Credit Union, Duke Federal Credit Union, and the Medical Center Bookstore and Gothic Bookshop on the Duke University campus. Cards may also be purchased on-line at www.dukechildrens.org and personalized imprinting and bulk orders are available by calling 919-667-2575.

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ABOUT THE CARDS: (Holiday Card designs available electronically)

Angels

Artist: Rebecca Prichard, 11 (Pearsontown Elementary)
Underwriter: Duke University Federal Credit Union
Inside Message: Blank

Snowman

Artist: Casey Ellington, 9 (Duke Children's Pediatric Dentistry Patient)
Underwriter: Coastal Federal Credit Union
Inside Message: Warmest wishes for a happy holiday season

Peace on Earth

Artist: Lauren Scott, 11 (Hillandale Elementary)
Underwriter: Meredith-Webb Printing Company
Inside Message: And good will toward men

Sledding

Artist: Angelica Barth, 11 (Duke Children's Patient)
Underwriter: Lawson Hamilton in honor of Jerry Neville
Inside Message: Happy Holidays

Photo Card

Artist: Jayati Vyas, 10 (Pearsontown Elementary)
Underwriter: Croscill Home
Inside Message: Many good wishes for the holidays and the coming New Year

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 over 70 percent of patients coming from central North Carolina. For more information please visit www.dukechildrens.org.