



FOR IMMEDIATE RELEASE

CONTACT: Jenna Tie
(919) 385-3147
jenna.tie@duke.edu

**DUKE CHILDREN'S 2011 HOLIDAY CARDS SEND MESSAGE OF HOPE
AND CARING TO SICK CHILDREN IN THE DUKE COMMUNITY**
Extra-Special Card Among 2011 Card Series To Honor Former Duke Children's Patient

DURHAM, N.C. (November 3, 2011)—Duke Children's Hospital & Health Center, a nationally ranked pediatric academic medical center, today unveiled the 2011 Duke Children's Holiday and All-Occasion Cards. Mike Krzyzewski, chairman of the Duke Children's Card Program and head coach of Duke University Men's Basketball, and the young artists were on hand at Duke Children's Hospital & Health Center to present this year's collection. Throughout the year, Duke Children's patients and local students submit artwork and designs to be selected for the Duke Children's Card Program. From the hundreds of designs submitted this year, six designs were chosen by our sponsors for the 31st edition of Duke Children's Card Program Collection.

This year, the Duke Children's Card Program features an extra-special holiday card that holds particular significance to the Duke community. The card titled "Frosty & Fido" was dedicated in honor of a former Duke Children's patient, Meg Wasley and sponsored by her adopted 'big sisters', the Duke Women's Lacrosse Team. After an 11-month battle with an inoperable brain tumor, seven-year-old Meg passed away. The lacrosse team chose to sponsor a Duke Children's Holiday Card, giving back to the very hospital where Meg received her care. To read Meg Wasley's story and to learn why the Duke Women's Lacrosse Team dedicated a Duke Children's Holiday Card to Meg, visit www.dukechildrens.org/giving/stories/a_smile_worth_a_thousand_memories.

The Duke Children's cards purchased this holiday season and year-round can change the life of a sick child, and send the message of hope and compassion. The Duke Children's Card Program Collection features holiday and all-occasion designs by young artists from the surrounding community, and go on sale November 1, 2011, with proceeds benefiting pediatric programs at Duke Children's. The Card Program brings colorful child-designed greeting cards into hundreds of thousands of homes, and since the program began, it has brought more than \$1.5 million in funds to support pediatric programs at Duke Children's Hospital & Health Center.

This year's edition offers a Holiday Variety Pack and an All-Occasion Variety Pack. Cards are sold in variety packs for 20 cards for \$15, and can be purchased at Harris Teeter grocery stores, Barnes and Noble Booksellers, and other locations listed on the Duke Children's website, www.dukechildrens.org. In addition, cards can be ordered on-line at www.dukechildrens.org, and personalized imprinting and bulk orders are available by calling (919) 385-3142 or by emailing dukekids@duke.edu.

About Duke Children's Holiday & All-Occasion Cards:

The Duke Children's Card Program Collection features holiday and all-occasion designs by Duke Children's patients and young artists from the surrounding community. Images of the 2011 cards are available in the "Press Room" at Duke Children's website, www.dukechildrens.org.

2011 Holiday Card Series

Emma Farquhar

Submitted by: Terry McManus (art instructor)

Card Sponsor: Duke Credit Union

"Angels Hand-in-Hand"

Inside Message: Let your holiday spirit soar!



Avery M. Midgette

Submitted by: Leslie Hollowell (art instructor)

Card Sponsor: Duke University Women's Lacrosse

"Frosty and Fido"

Inside Message: Fetch some holiday fun!

(This special card is given in honor of Meg Wasley, former Duke Children's patient.)



Ariel B. Quick

Oak Grove Elementary, Durham, NC

Card Sponsor: A Friend of Duke Children's Hospital

"Sparkling Tree"

Inside Message: Wishing you a season that sparkles!



Zachariah Taylor

Nantahala School, Topton, NC

Card Sponsor: Coastal Federal Credit Union

"Peppermint Twist"

Inside Message: Unwrap a sweet surprise this holiday season.



2011-2012 New All-Occasion Cards (blank inside)

Emma Brody

Carolina Friends School, Durham, NC

Card Sponsor: Louise & Frank Chut, Sr.

"Colorful Daisies"

Blank inside for any occasion.



Marcus Colby Hill
Holt Elementary, Durham, NC
Card Sponsor: DataFlux – A SAS Company
"World of Love"
Blank inside for any occasion.



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. We offer innovative procedures including stem cell and bone marrow transplants as well as a variety of support services for our patients and their families. For more information please visit www.dukechildrens.org.

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