

Thank you for your generous support of Boston Children's Hospital!

All marketing communications created by your company in support of Boston Children's Hospital needs to include a benefiting Boston Children's Hospital logo and the following language:

100% of funds raised through this program which is conducted by a commercial co-venturer, will be used to support Boston Children's Hospital, located at 300 Longwood Avenue, Boston, MA 02215, (617) 355-6000.

Please email us all pieces to approve before you publish. For questions, please contact:

Janet.Gilfeather@chtrust.org

Our benefiting logos; primary, inline, color and KO

Please use the primary (stacked) or inline (horizontal) color logos on white and light-colored backgrounds. Provide ample space around the logo and tagline and do not modify, stretch or alter the colors of either the logo or the tagline.



Use the KO (knocked-out) logos on dark colored backgrounds.





Laila, age 4, Boston Children's patient. Read her story (on back).

The best gift you
can give a child?
Adulthood.

This Care for Kids Box is full of thanks from grateful families and sprinkles of love. For every box sold, \$10 helps kids at Boston Children's, the one hospital that's cured more childhood diseases than any other.



When Laila got sick, her parents knew they needed to leave Egypt to save her. She had been misdiagnosed nine times. Steroids made her bones so weak that she broke her legs and she was critically ill. At Boston Children's, they found answers and hope.

A team of experts and researchers worked together to treat Laila's rare genetic condition. Now, Boston has become the family's second home and Laila is thriving.



Learn how you can help more kids, like Laila, get the care they deserve at Boston Children's.



#1 children's hospital
eight years in a row



3,000 scientists
work to find cures at the
world's largest pediatric
research program.



660,000+
patient visits
a year, from all
50 states and nearly
100 countries

100% of funds raised through this program event is contributed by a commercial co-sponsor, will be used to support Boston Children's Hospital located at 300 Longwood Avenue, Boston, MA 02215, (617) 355-6000.

In this 2-sided insert, the benefiting logo is on one side and the caveat with legal text is on the flip side.



**Give a smile
to every child**

Donate today



Where the world comes for answers

Give at the register or donate  rewards on your Shaw's or Star Market mobile app.

In the middle of the night, 2-week-old Jeremiah was rushed to Boston Children's. He struggled to breathe and spiked a fever. The diagnosis: bacterial meningitis, a life-threatening inflammation of the brain and spinal cord.

Extraordinary care saved him. Now 4, he's thriving and visits the Audiology clinic for ongoing treatment.

Every summer, our community comes together to raise funds for kids, like Jeremiah, and their families who come to Boston Children's Hospital to find answers that change lives.



In this 2-sided insert, ample space and a dividing line between organizations established a relationship as well as a separation between the two entities.

Using the benefiting logo with the tagline is preferred. Alternatively, using the benefiting logo without the tagline is an option.