

The Public Relations Voice

A FRATERNAL NEWSLETTER



Shriners International

JANUARY 2018

A Message from Your Public Relations Chairman

Dear Fellow Nobles,

We hope everyone had a wonderful holiday season. As has been the case for the last few years, we started the New Year by participating in the iconic Rose Parade in Pasadena, California, on New Year's Day. The parade was broadcast live on many U.S. networks, and in several other countries, giving us a tremendous opportunity to introduce our organizations to a global audience. We're proud to share that our Shriners Hospitals for Children float, *Caring for Kids Around the World*, received the Tournament Volunteer Award® for most outstanding floral presentation of the Rose Parade Theme among floats 35 feet and under in length.

Then, just a few weeks later, we hosted one of our most popular signature events. The 93rd East-West Shrine Game®, featuring some of the most talented collegiate football players in the country, took place at Tropicana Field in St. Petersburg, Florida, on Jan. 20. The game brings together all the elements of our organizations – from nobles to patient ambassadors, for a memorable day of football, fun and fellowship. Legendary quarterback Brett Favre was one of this year's East-West Shrine Game Hall of Fame inductees. Another especially noteworthy event occurred when one of the players, Kansas State University kicker Matthew McCrane, who is also a third-generation Master Mason, was officially "fezzed" a Shriner by Imperial Potentate Gary Bergenske during the Hall of Fame and Players Banquet on Friday. In addition, our patient ambassadors did a great job representing the health care system. I know Alec, who aspires to be a sports announcer, did a great job when interviewed by local media, and enjoyed attending the practices and speaking with the players. We want to thank everyone who supported or participated in the game, as well as all those who worked so hard to ensure a successful event.

The annual Leadership Conference, including members of the Joint Board, and representatives from our health care locations, also was held earlier this month. We had many thought-provoking discussions on a wide range of topics, including determining and defining the appropriate care delivery model for our system, and for each location. Shriners Hospitals has a 95-year history of providing compassionate, quality care; we need to look at current situations honestly and objectively in order to ensure that our philanthropy can be successful far into the future.

Important events coming up include the Shriners Hospitals for Children College Classic March 2-4 at Minute Maid Park in Houston. The event is one of the top collegiate baseball tournaments in the nation. It consistently draws

fans, top-ranked programs and scouts from every major league organization each year. This year's scheduled participants are University of Houston, Sam Houston State, Louisiana-Lafayette, Mississippi State, Vanderbilt and Kentucky.

We would like to see as many of our nobles attend as possible and support this great event that brings us so much exposure. If you can't attend in person, you can catch the action on the FOX Sports family of networks, or streamed live on FOX Sports. For more information, please visit m.mlb.com/astros/tickets/info/college-classic.

Each year, Shriners International and Shriners Hospitals for Children host a variety of educational opportunities for fraternity members and hospital staff members. These meetings are provided to support ongoing education, collaboration and fraternity/co-worker camaraderie.

The Oriental Guide Leadership Conference is set for March 8-10, and the Assistant Rabban Leadership Conference will be held March 12-14. Both events will be held at the Airport Marriott in Tampa, Florida. The members of the Imperial Divan believe providing training and educational opportunities for temple leaders is vitally important to the success of our temples, and our entire organization. We urge our Oriental Guides and Assistant Rabbans to attend. In addition, the 2018 Sports Seminar will be held in Houston, March 18–20. For more information on all these events, please visit Shriners Village.

Please remember to contact your at-risk members, and let them know how important every single noble is to the life of our fraternity. We are also encouraged by the membership workshops being presented at association meetings that provide details on membership initiatives. Striving to improve our membership numbers and caring for one another are the responsibility of every Shriner.

Thank you for all you do for our fraternity and philanthropy.



Yours in the faith,

Jim L. Cain Sr.
Imperial Chief Rabban
Public Relations Chairman

The 2018 East-West Shrine Game

On Saturday, Jan. 20, the 93rd annual East-West Shrine Game kicked off at 3 p.m. at Tropicana Field in St. Petersburg, Florida. The game was broadcast live on NFL Network. Game week coverage began Sunday, Jan. 14, on our East-West Shrine Game Radio Network channel on Tunein Radio. The entire event was a tremendous success, and we thank everyone for their support of the game, which is so important to our organizations.

The Big Day

Game day began with a classic Shriner-style Pre-Game Tailgate Party at 11 a.m. The pre-party event included delicious food, refreshments, music and plenty of fun for the whole family to enjoy before the big game.

The 2018 East-West Shrine Game was played in front of a crowd of 21,700. The East team was led by head coach Jonathan Hayes, who has spent the last 15 seasons as the Cincinnati Bengals' tight ends coach. The West team's head coach was Bobby Johnson, a 23-year coaching veteran who has spent the past three seasons as the Oakland Raiders' tight ends coach.

The game ended with a barrage of offense, as the West surged for a touchdown to win the 93rd East-West Shrine Game, 14-10. The 2018 E. Jack Spaulding Award for Most Outstanding Defensive Player was awarded to the West's Natrell Jamerson, safety from Wisconsin, and the 2018 William H. Coffman Award for Most Outstanding Offensive Player went to Northern Iowa receiver Daurice Fountain, who played for the East.

The Players'/Hall of Fame Banquet

Each year, past players are selected to become part of the East-West



Shrine Game Hall of Fame, an elite club of some of the greatest names to ever play the game of football. Candidates must have played in an East-West Shrine Game, and have had a noteworthy career. The induction ceremony, which recognizes the honorees for their many achievements, takes place during the Players'/Hall of Fame Banquet on the Friday night before the game.

During this year's banquet, the East-West Shrine Game staff was very proud to welcome former players Brett Favre (1991 game alumnus), Gary Huff (1972 game alumnus) and Willie Roaf (1993 game alumnus) to its Hall of Fame family as the 2018 inductees. Prior to the banquet, the three Hall of Fame honorees were presented with a commemorative Henry Golden Boy Shriners Tribute Edition Rifle, which includes several Shriners-specific engravings and artwork.

In addition to highlighting the Hall of Fame inductees, the evening's festivities also included the presentation of the 2018 East and West college all-star players and team coaches, along with the announcement of the newest East-West Shrine Game Pat Tillman Award recipient.

Each year, the Pat Tillman Award is given to the player who best exemplifies intelligence, sportsmanship, and service, on and off of the field. The 2018 Pat Tillman Award was given to Ohio State quarterback, J.T. Barrett.

During the banquet, guests also had the opportunity to meet Shriners Hospitals for Children patients,

including the 2017–2018 National Patient Ambassadors, Emily and Isabella. Aspiring sports broadcaster and Chicago Shriners Hospital patient, Alec, was also in attendance, celebrating this special evening for Shriners Hospitals for Children and the East-West Shrine Game.

Two Players with Special Ties to the Game

Matthew McCrane

The East-West Shrine Game was a uniquely special time for Kansas State University kicker Matthew McCrane, who played for the West in the 2018 game. Matthew's father, Steven McCrane, is a Shriner, and also worked at Shriners Hospitals for Children — Galveston while attending the University of Texas Medical Branch. Matthew's grandfather, Wayne McCrane, is also a Shriner, and is an Emeritus member of the Shriners Hospitals for Children — Houston Board of Governors.



Matthew was a third-generation Master Mason prior to being invited to play in the East-West Shrine Game, and made the decision to take the next step to become a Shriner shortly after he accepted. Matthew was officially "fezzed" a Shriner by Imperial Potentate Gary Bergenske during the Players'/Hall of Fame Banquet on Friday evening. During

the special moment, Matthew's father and grandfather joined him on stage.

We are proud to welcome Matthew to the fraternity, and thank him for his participation in the 2018 East-West Shrine Game.

Mark Korte



University of Alberta offensive lineman Mark Korte, who played for the West team, was one of two Canadians to play in the 2018 East-West Shrine Game; he, too, had an extra special connection to the game.

Mark's father, Brent Korte, also played football for the University of Alberta, and played in the East-West Shrine Game, as well, in 1989. In addition, Mark's uncle, Dwayne Johnson, is an active

member of Al Shamal Shriners in Edmonton, Alberta, Canada.

Both Mark's father and uncle came down to St. Petersburg to support him and attend the game, and to celebrate their family ties to the East-West Shrine Game and Shriners International. We are glad that our organizations could help strengthen this family's legacy, and we thank the Korte father-and-son duo for being a part of the East-West Shrine Game tradition.

The Tournament of Roses Parade



The 129th Rose Parade presented by Honda began at 8 a.m. on Jan 1, 2018, and Shriners Hospitals for Children was proud to participate for the eighth consecutive year. The parade was broadcast live in the U.S. on several networks, and also aired in many countries around the world, generating enormous awareness for both our organizations. We thank everyone who tuned-in to support Shriners Hospitals for Children.

The 2018 Shriners Hospitals for Children Rose Parade float theme was *Caring for Kids Around the World*, and it showcased, in a fun and playful way, how our health care system is making a difference beyond its hospitals' doors and into the future. Commander Fezzy, in his sixth appearance on the Shriners Hospitals float, was at the center, and was joined by the number one Shriner in the world, Gary Bergenske, and his wife, Anne; Trustee Peter Diaz, M.D., and his wife, Vicky; along with their space crew of four patient ambassadors: Alec, Emily, Isabella and Kechi (2017 *America's Got Talent* finalist).

The Shriners Hospitals for Children float received the Tournament Volunteer Award for most outstanding floral presentation of the Rose Parade Theme among floats 35-feet and under in length, which was a tremendous honor.

About the East-West Shrine Game

Created by the Shriners in 1925, the East-West Shrine Game is the longest running college all-star game in the nation, and has a long-standing tradition of showcasing the next generation of NFL greats while providing priceless exposure for Shriners Hospitals for Children.

Every year, players and coaches participate in an important game-week tradition that takes place off the field – a visit to the local Shriners Hospitals for Children before the game. On Sunday, Jan. 14, the players visited the Tampa Shriners Hospital, and gained a greater understanding of the work supported by the East-West Shrine Game.

We thank everyone involved in the 2018 East-West Shrine Game, including all our staff, volunteers, players and coaches, and all of those who either watched the game from the stands or at home.



Shriners Hospitals for Children Continues Partnership with David Ragan

On Jan. 18, officials from Shriners Hospitals for Children announced the health care system will continue its partnership with NASCAR driver and Shriner David Ragan. The organization will once again sponsor Ragan and Front Row Motorsports' No. 38 Ford Fusion in the 2018 season.

Shriners Hospitals for Children will be the primary sponsor of Ragan during three Monster Energy NASCAR Cup Series races: Dover International Speedway on May 6, Daytona International Speedway on July 7, and Bristol Motor Speedway on August 18. Shriners Hospitals for Children logos and images will be seen on Ragan's vehicle during the three races.

This is the third consecutive year that Shriners Hospitals for Children will support the on-track efforts of Ragan, who has a close relationship with the health care system. In 2008, Ragan named Shriners Hospitals for Children his official charity of choice, and since then, he has been a steadfast champion for the health care system.



Ragan has also been a member of Shriners International since 2012. He recently contributed his Bell Racing USA Shriners Hospitals for Children racing helmet, signed for display, to Shriners International Headquarters' memorabilia collection. We are honored to have a tangible representation of his life and legacy to share, and are grateful for his support.

New DRTV Spot: Kechi's Story



We are pleased to announce that our newest DRTV spot, Kechi's Story, began airing on Jan. 15.

Growing up, Kechi sang in a children's choir. Everything changed in 2005 after she survived a plane crash in her native country, Nigeria, and sustained severe burn injuries. Kechi had third degree burns over 65 percent of her body, and was one of only two survivors of the crash. Two years later, she was referred to the Galveston Shriners Hospital because of their international reputation for changing the lives of children who have been severely burned.

Kechi arrived at the Galveston Shriners Hospital in 2007, where staff helped heal her burns and regain mobility. Kechi says the music therapy program at the hospital also healed her soul, and gave her the confidence to share her gifts on one of the biggest stages in the nation, *America's Got Talent*. Last summer, Kechi captured the hearts of viewers and impressed the show's judges with her incredible vocals, and eventually placed in the top 10.

The impact we make in the lives of our patients is evident from the stories they share. To view the new DRTV ad featuring Kechi's Story, please visit youtube.com/watch?v=kmFfAR5DmZk.

Trevon has Gridiron Goals

Seventeen-year-old senior Trevon is a tough competitor on the football field of Deltona High School in Deltona, Florida. Usually his opposing teammates don't even notice this defensive end is wearing a prosthetic leg. When he was a child, Trevon injured his right leg while riding on a farm tractor, which resulted in an amputation.

Shriners Hospitals Help Achieve Sports Dreams

Trevon became a patient of Shriners Hospitals for Children — Tampa when he was 6 years old. The highly-skilled members of the hospital's POPS (Pediatric Prosthetic and Orthotic Services) team fabricated Trevon's first prosthetic leg, and since then, there has been no stopping him.

Trevon's prosthetist, Bryan Sinnott, said "As Trevon got more athletic, we had to keep up with him and match the componentry of his prosthesis with his athletic abilities."

Recently, Trevon was featured on the regional sports network Spectrum Sports, and his parents shared that news with the Tampa Shriners Hospital, along with their gratitude for the care that has helped make it possible for him to participate in sports and life on his terms.

"The love, dedication and professionalism in your department and hospital is outstandingly amazing," Trevon's family said to the members of the Tampa Shriners Hospital POPS team. "We have been so blessed and are grateful he was referred to you all, almost 11 years ago. This young man has never given up or complained, and you have given him a gift that allows him to continue playing in the game he loves most. We are forever grateful!"

Attending the East-West Shrine Game

Trevon also was invited to attend and meet the players of the East-West Shrine Game on Jan. 20 at Tropicana Field in St. Petersburg, Florida. He rode on the bus with the East team to Tropicana Field on game day, ate lunch with the players and talked about life, and even watched the game from the field.

"It felt great to be on the sidelines because to me, next year I'll be in college so I'll know what it's going to be like," Trevon said.

Trevon was thankful for the opportunity to experience the East-West Shrine Game up close, and also for Shriners Hospitals for Children as a whole. "When I first got to the

Tampa Shriners Hospital, I was a little nervous because I didn't know what was going to happen, but over the years it got better. The people were good to me so it felt like I was taken care of by the right people, so it was great.

Trevon credits the health care system for his being able to still play the game he loves. "Shriners Hospitals for Children definitely helped me because without them, I wouldn't be able to have the prosthetic leg I have to go back and play," he said. "And the fact that my leg is always improving with better technology also helps."

To watch Trevon in action with his high school football team, and see why he is an inspiration to his team and coaches, please **visit youtu.be/gTS9K6NFF7s**.

Video courtesy of Spectrum Sports

"The fact that they take their time to help kids get back their confidence instead of bringing them down," he said, "that's what makes them unique."



Please join us for the 2018 Imperial Session in Daytona Beach

The 144th Imperial Session of Shriners International will take place Sunday, July 15, through Thursday, July 19, in sunny Daytona Beach, Florida. Yes, our time in Daytona was so appreciated last year, we will be returning for a second year in a row. Located on the state's beautiful east coast, the city is home to the "World's Most Famous Beach," the widely-renowned mecca of motor sports, the Daytona International Speedway; and a wide variety of exciting attractions for the entire family to enjoy.

The 2018 Imperial Session will be held at Daytona Beach's Ocean Center, a state-of-the-art convention center and entertainment complex that features more than 200,000 square feet of indoor and outdoor exhibit and meeting space. With its extraordinary design and features and recent \$82 million expansion, the Ocean Center is a favorite among meeting planners.

Shriners International invites all nobles, ladies and their families to join us for the 144th Imperial Session in Daytona Beach for the organization's biggest and most important event of the year. Imperial Sir Gary J. Bergenske and the 2018 Imperial Session Committee members look forward to welcoming you to Daytona Beach this July.

For more information, please visit imperial2018.com.



Save the Date

March 2 – 4, 2018: Shriners Hospitals for Children College Classic

July 15 – 19, 2018: Imperial Session of Shriners International

September 26 - 27, 2018: Shriners Public Relations Conference

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