



News from SHC - St. Louis

Cardinals Crew Roosts at Shriners Hospital!

Shriners Hospital - St. Louis is this year's lead sponsor of "Cardinals Crew," a 30-minute children's program hosted by former St. Louis Cardinals pitcher Andy Benes and that crazy mascot Fredbird. The show features a behind-the-scenes look at the Cardinals players and the ballpark.

This is the first time the St. Louis hospital has sponsored a television program. And it's the perfect opportunity for our Hospital to gain more visibility with the parents who will be watching this show with their kids, to help us recruit new patients and build general awareness of our hospital (which are two of the goals of our national branding campaign). Furthermore, Cardinals Crew airs in six of the nine states our Hospital serves.

The best part is that one feature in every program will include a visit to Shriners Hospital - St. Louis, including patient profiles, information on our areas of expertise, and more, so that we can educate the public about our hospital. In addition, on three dates this summer, Andy Benes and Fredbird will host the show from right here at Shriners Hospital!

Cardinals Crew airs on Fox Sports Net Midwest at 11 a.m. Saturdays, from April 5 - Oct. 1. It also reruns at 2:30 p.m. on Mondays and Wednesdays, as well as during rain delays of Cardinals baseball games.

Patient Applications Report - through Feb. 2008

Applications received.....	YTD 2008	YTD 2007
Total applications	308	306
Applications by Temple		
Abdallah	2	8
Abou Ben Adhem.....	46	44
Ainad	86	62
Akdar	2	4
Al Chymia	8	6
Ansar	11	17
Arab.....	3	2
Ararat.....	8	20
Bedouin	1	1
Hadi	11	12
India	2	3
Isis	1	4
Kaaba.....	1	1
Midian	8	5
Mirza	12	3
Moila	1	8
Moolah	80	78
Rizpah	3	2
Sahara	1	4
Scimitar	9	2
Zorah	2	5
Unaffiliated	10	15

Shriners Hospital Sponsors Soccer Teams

Shriners Hospital is beginning to take a more active role in some of the children's activities outside our hospital that help our patients grow in body, mind and spirit. In 2008, our hospital is sponsoring two power soccer teams with the Disabled Athlete Sports Association (DASA) in St. Louis.

DASA, founded by former Shriners Hospital physical therapist Kelly Behlmann, provides year-round sport activities with quarterly family and friend events. The programs are instructed by volunteer coaches who have taken the American Coaching Effectiveness Program. A variety of sports are offered, such as basketball, swimming, track and road racing, golf, martial arts, archery, sled hockey, rock climbing, stand-up soccer, and power soccer.

Many of DASA's participants are patients at Shriners Hospital. Our hospital is sponsoring the DASA Dynamites and the DASA Firecrackers power soccer teams.

What began as a dream for Kelly in 1997 - to switch the focus on children's disabilities to their abilities - has gone far beyond anything she could have imagined. While DASA maintains its original goals to introduce children with physical or visual disabilities to sports that will provide them with exercise and physical fitness, confidence, and the meaning of team, the organization has expanded to groom national champions, international record-breakers, and Paralympic athletes.