

Reserve Tickets Early for Rockettes Benefit



Be among the first to see the Radio City Christmas Spectacular starring the world-famous Rockettes Wednesday, Nov. 18, 2009, at The Fox Theatre. Proceeds from this preview event benefit Children's Healthcare of Atlanta.

Ticket options include individual seating and patron seating. Patron tickets include a preshow dinner with special appearances by Santa Claus and the Rockettes in The Fox Theatre's Egyptian Ballroom.

Don't miss this event, which comes to Atlanta only once every four years. Visit www.choa.org/rockettes for more information and to order tickets online.

Season's Greetings That Give Back



If your company sends holiday greetings to clients and colleagues, consider sending Holiday Cards this year and supporting the Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta.

Order your imprinted Holiday Cards before Friday, Sept. 18, 2009, and receive a 5 percent discount on your total order. Visit www.choa.org/cards or call 404-785-7380 for more information.

Play with the Pros



The 17th annual Tim Hudson-Jeff Francoeur-Brian McCann Atlanta Braves Celebrity-Am golf tournament will be Sunday, Aug. 23, and Monday, Aug. 24, 2009, at Atlanta National Golf Club, White Columns Country Club and Settindown Creek.

This two-day event provides a memorable opportunity to play golf and socialize with current Braves players; former professional athletes from the NFL, MLB, NBA and NHL; and local celebrities. Proceeds from the event benefit pediatric cancer research at the Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta.

Visit www.choa.org/bravesgolf for more information or to register as an individual or foursome.

Children need Children's and Children's needs You.®



Calendar of Events

DQ Miracle Treat Day
Thursday, Aug. 13, 2009
www.miracletreatday.com

News/Talk 750 WSB Care-a-Thon
Thursday, Aug. 27, 2009, and Friday, Aug. 28, 2009
www.choa.org/careathon

Wine, Women and Shoes
Thursday, Oct. 1, 2009 and Friday, Oct. 2, 2009
The Retreat of Dunwoody
www.choa.org/winewomenandshoes

Beat the Heat Challenge
Saturday, Oct. 10, 2009, and Sunday, Oct. 11, 2009
Ellijay, Ga.
www.beattheheatga.com

Visit www.choa.org/events for a full list of upcoming events that benefit Children's.

Some physicians and affiliated healthcare professionals who perform services at Children's Healthcare of Atlanta are independent providers and are not our employees.

As a not-for-profit organization, Children's Healthcare of Atlanta produces materials in-house using the most cost-efficient paper and printing techniques.



Children's Circle of Care



2010 NALC to Showcase Top Atlanta Venues

After the highly successful 2009 North American Leadership Conference and Gala (NALC) in Seattle, organizers of the 2010 NALC are enthusiastically planning the conference, which will feature renowned physician speakers and exclusive access to some of Atlanta's major landmarks. Hundreds of Children's Circle of Care donors from across the U.S. and Canada are expected to attend the 2010 NALC Wednesday, May 12, to Friday, May 14.



The 2010 NALC's signature events Thursday, May 13, begin with the morning breakfast and conference at the Cobb Energy Performing Arts Centre. The conference luncheon to follow will be on the field of the Georgia Dome and attended by Arthur and Stephanie Blank, Host City Co-chairs.

The day's events will be punctuated by the festive Gala Dinner at the Georgia Aquarium. Against the aquarium's majestic backdrop, guests will enjoy dinner and headline entertainment.

Optional host city tours Wednesday, May 12, and Friday, May 14, will give Children's Circle of Care members a glimpse of the city's most unique venues, including the World of Coca-Cola, CNN Center, the Atlanta Botanical Garden, the High Museum of Art and the birthplace of Dr. Martin Luther King Jr. A golf outing will take guests to East Lake Golf Club, the oldest golf course in Atlanta and the home course to legendary golfer Bobby Jones. Children's Healthcare of Atlanta also will be among the tour stops.

NALC attendees in need of overnight accommodations will be welcomed by downtown hotel The Ritz-Carlton, Atlanta.

Special thanks to the 2010 NALC committee leadership of Children's Circle of Care members Danielle and Glen Rollins, Membership Co-chairs; Tommy Holder, Sponsorship Chair; and Lila Hertz and Nancy Williams, Hospitality Co-chairs.

Visit www.choa.org/nalc for more updates about the 2010 NALC as they become available.

Expand the Circle

As a Children's Circle of Care member, you have learned firsthand about the rewards of making a difference in the lives of children.

Now it is time to spread the word. Help us by continuing to convey to your friends and family the vital role they can play in enhancing young lives.

The Children's Circle of Care giving levels include:

Circle of Imagination
\$10,000 to \$24,999

Circle of Promise
\$25,000 to \$49,999

Circle of Courage
\$50,000 to \$99,999

Circle of Strength
\$100,000 to \$499,999

President's Circle of Discovery
\$500,000 to \$999,999

Chairman's Circle of Vision
\$1 million and greater

Contact Scott Hodoval at scott.hodoval@choa.org or 404-785-7327 to learn more about the Children's Circle of Care. Visit us online at www.choa.org/circleofcare for additional information.

Children need Children's and Children's needs You.®

Build Friendships with Hope's Circle and Will's Club

Did you know that as a Children's Circle of Care member, you also are eligible to join Hope's Circle and Will's Club?

Named in honor of the Children's Healthcare of Atlanta girl and boy mascots, Hope's Circle and Will's Club are the leadership giving societies for women and men donors, respectively, who contribute \$1,000 or more annually to Children's. Both groups offer opportunities for donors to gather socially in support of Children's. Members enjoy such events as wine tastings and luncheons, and are invited to behind-the-scenes tours of Children's.

Contact your Children's gift officer or visit www.choa.org/hopescircle or www.choa.org/willsclub for more information, and spread the word to your friends and colleagues about these opportunities to support Children's.



Changing Lives in Honor of Their Son

When 4-year-old Ian Yagoda was diagnosed with a brain tumor at age 2, his parents, Phil and Cheryl, were shocked to find there was so little research being done to help children like their son. So they decided to push for change.

Phil, a managing director at Deutsche Bank, and Cheryl created the Ian's Friends Foundation (IFF), a foundation committed to funding the support of pediatric brain tumor research.

Ian's Friends Foundation recently joined the Children's Circle of Care with a \$375,000 gift to Children's Healthcare of Atlanta. The donation is helping to fund a three-year study by researchers at Children's and Georgia Institute of Technology, which will focus on efforts to develop innovative nano-scale diagnostics and therapeutics to improve outcomes for pediatric brain tumors.

In the study's initial phase, researchers are developing technologies that essentially will light up the tumor using a dye, helping surgeons to confidently distinguish tumor from healthy brain tissue in the operating room. The results are two-fold: surgeons are less likely to miss tumor tissue, preventing recurrence and additional surgeries to remove missed tissue, and surgeons are more likely to avoid healthy tissue, preserving as much normal function as possible.

The study's other phases include additions of a chemotherapy agent along with the dye to kill tumor cells, and the banding of tumor tissue with an anti-invasive compound to prohibit its growth. This is particularly crucial for inoperable tumors like Ian's, said Phil, chairman of IFF.

"If you can stop the growth, then you have hope. As a parent, you live MRI to MRI, not knowing how the tumor is behaving. If this research can prevent further tumor growth, then at least you know what you'll be dealing with and can formulate the protocol best to attack it," Phil said. "Limiting the growth of a child's tumor is the best present you can give to a parent."

The Children's study is the third to receive funding from IFF. Visit www.iansfriendsfoundation.com for more information.



The Yagoda family at the 2009 Spring Baseball Classic for Kids.

United for Georgia's Children



Georgia has the eighth largest child population in the country but consistently ranks low in child health and well-being. To combat these statistics, Children's Healthcare of Atlanta recently helped form Georgia Children's Health Alliance (GCHA).

Supported by Lt. Gov. Casey Cagle, GCHA unites Children's with two other lead agencies, March of Dimes Georgia Chapter and Prevent Child Abuse Georgia. Each agency tackles an important issue facing our children today, including healthy births, childhood obesity, and child abuse and neglect.

In the first year, GCHA will work with the lead agencies to review statewide efforts in the areas of community programs, clinical care, research and public policy. As this information is gathered, the lead agencies will develop comprehensive strategies to address their individual child health issues.

By forging relationships with public, private, not-for-profit, business and community sectors throughout the state, GCHA is designed to create a streamlined mechanism to produce measurable changes in the lives and futures of children in Georgia in these crucial areas. Incorporating the top pediatric programs in the state, GCHA will create a powerful force united for the health and well-being of our children.

Visit www.theGCHA.org for more information about GCHA.

Children's Pediatric Research Center Opens

Children's Healthcare of Atlanta, in partnership with Emory University School of Medicine and the Atlanta Clinical and Translational Science Institute (ACTSI), recently opened an advanced pediatric research center.

Designed to provide the necessary infrastructure for investigators conducting clinical research to improve the quality of care and develop better treatments for Georgia's pediatric population, the center's facilities include:

- Four-bed inpatient research unit
- Four-bed outpatient research unit
- Core research lab
- Research pharmacy services
- Bionutrition services

Leaders of the Children's Pediatric Research Center strive to make it a leading pediatric clinical research facility. It is a new clinical interaction research site of the ACTSI, a multi-institutional partnership led by Emory University. The ACTSI was developed through a grant award from the National Institutes of Health (NIH) by Emory University School of Medicine, Children's Healthcare of Atlanta, Morehouse School of Medicine and Georgia Institute of Technology.

Visit www.choa.org/clinicalresearch for more information about the Children's Pediatric Research Center.



Update Your E-mail Address

So that we may periodically communicate with our Children's Circle of Care members in a more cost-efficient and timely manner, please take a moment to provide us with your current e-mail address. E-mails will include news and event alerts of interest to Children's Circle of Care members. Your e-mail address will be used only for Children's Circle of Care-related communication.

Visit www.choa.kintera.org/circleofcare to update your contact information.

