



For Immediate Release

Shriners Children's Announces Inaugural Annual Campaign
Shriner's Children's Launches 31 Days to Amaze Annual Business Fundraising Campaign-October 2022

TAMPA, Florida (July 27, 2022) – Today, Shriners Children's announced a new fundraising campaign, *31 Days to Amaze*, launching nationwide in October 2022.

The 31 Days to Amaze campaign is a month-long incentive program that seeks to unite businesses and the community to help support the mission of Shriners Children's. Shriners Children's is inviting business owners and operators to become a 31 Days to Amaze partner and take advantage of the positive visibility that comes with that commitment. All funds donated by the supporting business partners will help ensure that Shriners Children's continues to provide children around the world with the Most Amazing Care Anywhere.

"We are extremely excited to announce this one-of-kind opportunity for our business supporters," said Stuart Sullivan, Chief Development Officer of Shriners Children's. "We look forward to giving the corporate community a platform to support the impact we make for children while also helping to drive additional customers for them."

Shriners Children's is a special, one-of-a-kind healthcare system with a reputation for finding answers, and giving families hope for their child's future. Since opening their first hospital in 1922, Shriners Children's has made it their mission to improve the lives of children, regardless of a families' ability to pay or insurance status. Over the last century, Shriners Children's has treated more than 1.5 million children, and that commitment to change lives hasn't changed, but has only strengthened.

"It was our goal from the beginning to build a program that is very easy for all to participate," said Ryan West, Director of Strategic Partnerships of Shriners Children's. "We feel we have developed a process that is very simple for businesses to register and our supporters to find and patronize those businesses."

Those interested in partnering with Shriners Children's and joining our efforts of changing lives through innovative pediatric specialty care, world-class research, and outstanding medical education should visit 31daystoamaze.org to learn more. We also encourage you to visit that site to nominate a potential business partner.

About Shriners Children's

Shriners Children's is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our multiple locations in the United States, Canada and Mexico provide advanced care for children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate. All care is provided regardless of the families' ability to pay. Shriners Children's has treated more than 1.5 million children from more than 170 countries over the last 100 years.

For more information on the care provided by Shriners Children's, go to shrinerschildrens.org.

Shriners Hospitals for Children is a 501(c)(3) nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law.