

CHILDREN'S  
HOSPITAL

# Small World

Healing, Teaching, Discovering

Fall 2014

## BOO!

Boo at the Zoo amazing

## They do run, run

The 6th Annual Jazz Half Marathon,  
5K & Cancer Walk scores big for  
CHNOLA's Cancer Program

## Operation Pumpkin

Halloween fun at The Shops at Canal Place

# Picture Perfect

*The Pablove Foundation's photography program,  
600-mile bike trek, and gallery show bring the love to NOLA*



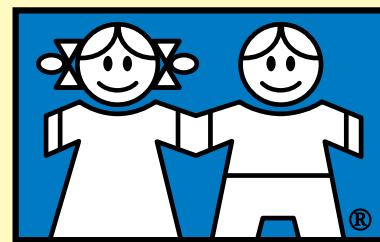
# SCOLIOSIS SET STRAIGHT



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Children's Hospital's mission is to provide comprehensive pediatric healthcare which recognizes the special needs of children through excellence and the continuous improvement of patient care, education, research, child advocacy and management.

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# 2014 Fall



## Features

- 12 The Eye of the Beholder**  
Pablove Shutterbugs allows 24 cancer patients to learn photography, have gallery show
- 14 A Boo to You**  
Imagination Movers help make a memorable Boo at the Zoo
- 16 13.1 Miles of Fun**  
The 6th annual Jazz Half Marathon, 5K & Cancer Walk scores big for CHNOLA's Cancer Program

## Columns

- 4 From the President's Desk**  
Focus on quality, patient safety
- 6 Chief Medical Officer's Message**  
Media influences on children and adolescents

## Hospital News & Events

- 5 Doctors' Notes**
- 7 Meet Our New Docs**
- 10 Out & About**
- 19 Helping Hands**

## Departments

- 9 Family Focus**  
"Mind in the Making"
- 23 Small World Gallery**  
Patient artwork on display

*On the Cover: Christian Brown enjoys a trip to Audubon Zoo with Pablove Shutterbugs, a photography program for cancer patients funded by Electra Records President Jeff Castelez's Pablove Foundation.*



Mary Perrin, President and CEO

### Building a culture of safety

*More than 80 pediatric facilities join Solutions for Patient Safety collaboration*

Children's Hospital is committed to a culture of safety, and is involved in an effort that has shown the potential to save hundreds of lives and thousands of dollars.

As one of more than 80 pediatric facilities that have been collaborating for the past two years as part of the Children's Hospitals' Solutions for Patient Safety (SPS) National Children's Network, we are working to create a universally safe and healing environment for all children who are in our care by improving patient safety through reducing and eliminating the opportunity for serious harm.

Network hospitals in the SPS collaborative, funded in part by the federal Partnership for Patients initiative and the Cardinal Health Foundation, have adopted standard definitions of 10 areas for potential harm and identified accompanying evidence based bundles in care delivery to reduce the opportunity for injury. SPS is focused on reducing harm by preventing readmissions, serious safety events in 10 specific hospital acquired conditions (HACs), including:

- Adverse drug events (ADE)
- Catheter-associated urinary tract infections (CAUTI)
- Central line-associated blood stream infections (CLABSI)
- Injuries from falls and immobility
- Pressure ulcers
- Surgical site infections
- Ventilator-associated pneumonia (VAP)
- Preventable readmissions
- Obstetrical adverse events
- Venous thromboembolism

Children's Hospital's Quality Assurance & Infection Control Department (QA&I) is working with our medical staff to educate them on proper techniques and procedures in these care bundles, with a goal of 90 percent compliance on each of the 10 HACs.

In November, QA&I began training on four HACs – surgical site infections, central line associated blood stream infections, pressure ulcers and catheter associated urinary tract infections. Additional HAC bundles, including ventilator associated pneumonia, peripheral IVs, readmissions, falls and venous thromboembolism will be presented in early 2015.

With the implementation of these evidence-based care bundles, network hospitals have shown over the past two years a 30 percent reduction in patient harm with a savings of \$46 million.

The SPS concept, which began in Ohio in 2009, has seen the state's eight children's hospitals work together to achieve a 60 percent reduction in surgical site infections in designated cardiac, neurosurgery and orthopedic procedures and a 34.5 percent reduction in overall adverse drug events. These efforts have saved more than 7,700 children from unnecessary harm and avoided \$11.8 million in unnecessary health care costs since the project's inception.

This year, network hospitals have a shared goal of:

- 40 percent reduction in HACs
- 20 percent reduction in readmissions
- 25 percent reduction in serious safety events (SSEs)

Children's Hospital is committed to clear, shared network goals of harm reduction. To achieve these goals, Children's Hospital and many of the nation's best pediatric medical facilities are aligning their organizational goals with the network harm reduction goals in a way that is transforming the safety and quality of care delivered in children's hospitals in the United States.

For more information on SPS, please log on to [www.solutionsforpatientsafety.org](http://www.solutionsforpatientsafety.org). ■



*Quality Assurance & Infection Control's Katbleen Vincent leads a training session on limiting hospital acquired conditions as part of Children's Hospital's efforts to improve quality and patient safety.*

## Assistant Chief Medical Officer hired

Children's Hospital has hired Leron Finger, M.D., as Assistant Medical Director. Dr. Finger comes to Children's from Ochsner Health System, where he served as medical director of the flight care team. The pediatric intensivist earned his undergraduate degree in Biomedical Engineering from Duke University and his medical degree from LSU. He did his fellowship, residency and internship in pediatrics and pediatric critical care at Rainbow Babies and Children's Hospital in Cleveland. He is a clinical assistant professor in Pediatrics at Tulane's School of Medicine.

"The opportunity to work with a leader as dynamic as Dr. Heaton was compelling," Dr. Finger said. "The chance to return to a free-standing Children's Hospital with a focus on patient safety and quality, and also be affiliated with an academic medical center, is extremely exciting. I have found everyone at Children's Hospital to share a singular vision of providing top-notch care for children."



*Leron Finger, M.D.*

## LCMC implements \$31.4 million in savings

*Hopes for \$84 million savings by end of next year*

LCMC Health CEO Greg Feirn released an update on the system's Project TEAM initiative, including \$31.4 in savings in the implementation phase, with a target of \$84 million saved across the system by the end of 2015.

"Project TEAM is driving LCMC to become a more integrated and aligned healthcare system, further positioning us to become a leading provider of healthcare services in Louisiana," Feirn said. "Your hard work ensures a great future for LCMC Health. I want to thank you again for your continued commitment to the patients we serve and the compassionate care you provide every day."

Highlights of the plan so far include more than 120 non-labor initiatives resulting in \$10 million in savings and 67 revenue cycle initiatives resulting in \$19 million in savings.

Additionally, Children's Hospital's Speech & Hearing department was recognized for improving therapist and scheduling efficiencies resulting in a more than 30 percent reduction in new patient evaluation wait times.



## NOCAC earns National Children's Alliance accreditation

The New Orleans Children's Advocacy Center, based at the Audrey Hepburn CARE Center at Children's Hospital, has been approved for accredited membership by The National Children's Alliance's Board of Directors. The National Children's Alliance (NCA) is the national association and accrediting body for Children's Advocacy Centers (CACs). Formed in 1988, NCA has been providing support, technical assistance, and quality assurance for CACs, while serving as a voice for abused children for more than 25 years.

A children's advocacy center is a child-friendly facility in which law enforcement, child protection, prosecution, mental health, medical and victim advocacy professionals work together to investigate abuse, help children heal from abuse, and hold offenders accountable.

NCA's member CACs number 777 in communities throughout the United States. They served 294,781 children and trained more than 1.6 million people with prevention training and information in 2013.

For more information, please log on to [www.nationalchildrensalliance.org](http://www.nationalchildrensalliance.org).

## Chief Medical Officer's Message

*John Heaton, MD, Chief Medical Officer*

### “Lions, and Tigers, and Bears, oh my!”

So said Dorothy in the Wizard of Oz when traversing the deep, dark, scary forest. Our world has had more than its fair share of frightening viral diseases lately. Enterovirus D68 and Ebola have certainly grabbed everyone's attention. The prospect of such diseases with no vaccine to prevent them, and no known cure, is scary stuff. Thankfully, this outbreak of Enterovirus D68 seems to be fading to an unpleasant memory. In the case of Ebola Virus Disease (EVD), Children's Hospital and LCMC have undergone exhaustive planning and training to care for any patient who presents in a way that protects all of our patients and our staff. However unlikely it may be for such a patient to appear on our doorstep at this point in time, Hurricane Katrina taught us that fortune favors the prepared. These viral outbreaks have taught us many things that will help us to develop measures to treat and prevent such diseases in the future, as well as demonstrating to us that we still have a lot to learn about containing and treating viral illnesses.

And although knowledge is powerful stuff, the reporting in the media about these diseases seems to have ignited a disproportionate concern about these illnesses among many of our pundits and politicians, which in turn has ignited a state of high anxiety among caregivers and parents alike. In recent weeks, we have seen alerts for potential EVD cases in everything from discolored diapers to playmates who had a cousin that visited Africa months ago. The fear of the unknown, and the unknowable is palpable – we are not used to this, and it rocks our world. My advice to anyone compelled to stretch the science to find uncommon disease at every turn is to remember the old bromide – “common things happen most commonly.” It is the common, day to day diseases that continue to cause most illness.

When it comes to the population of children and adolescents that we treat, I'll tell you what worries me: Influenza. Trauma. Meningococcal meningitis, to name a few. Each of those diseases kills or maims thousands of previously healthy kids every year. Every year. And most of that carnage is preventable by vaccine or common sense safety measures.

The specter of a deadly, exotic viral disease spreading from the other side of the world is terrifying, particularly when it's repeated incessantly. We all want to keep ourselves and our family safe from harm and illness, and helplessness is not a comfortable feeling for most of us. No one can promise that the EVD outbreak will stop wreaking havoc and garnering headlines anytime soon. But I can promise you this: if you keep your child or teenager up to date on vaccines, train them to use a seat belt and a bike helmet at all times, and teach them never to get in a car with an impaired driver, you will have protected them from much of the “clear and present danger” to otherwise healthy children. ■



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**When it comes to the population of children and adolescents that we treat, I'll tell you what worries me: Influenza. Trauma. Meningococcal meningitis, to name a few.**

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## Children's Hospital welcomes these new members of the medical staff:



**Sohit Kanotra, M.D., ENT**

**Medical School:** Government Medical College, India

**Residency:** Government Medical College, India

**Fellowship:** St. Luke's Roosevelt Hospital, New York;  
The Hospital for Sick Children, Toronto



**Leron Finger, M.D., Assistant Medical Director**

**Medical School:** LSU Health Sciences Center, New Orleans

**Residency:** Rainbow Babies and Children's Hospital, Cleveland

**Fellowship:** Rainbow Babies and Children's Hospital, Cleveland



**Christy Mumphrey, M.D., NICU**

**Medical School:** University of South Alabama, Mobile, Ala.

**Residency:** LSU Health Sciences Center, New Orleans

**Fellowship:** LSU Health Sciences Center, New Orleans



**O. A. Roberts, M.D., M.D., Neurosurgery**

**Medical School:** Duke University, Durham, N.C.

**Residency:** University of Colorado School of Medicine, Denver

**Fellowship:** Miami Children's Hospital, Miami





Together  
we raised  
\$350,498.00  
to fight cancer.  
Thank you!

*Emma*



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## The Parenting Center to offer class based on Ellen Galinsky's "Mind in the Making"

Eight-month-old Isabelle waves her arms with excitement as she watches her neighbor's dog chasing a ball. She glances up at her mother, then at back at the dog, and babbles with excitement. Her mother smiles, makes eye contact with her, and says, "You are so excited to watch Max play fetch. He's running fast!"

4-year-olds Jack and Malik are building a bridge with blocks. Despite the fact their younger siblings are racing around the room, the two boys continue to concentrate and discuss what kind of blocks they will need to build a bridge for their trucks to cross.

Three five-year-olds decide to play school together. They must choose who will be the teacher and who will be the pupils. What will the teacher read? What games will they play at recess? When can they switch roles? All these decisions are discussed and debated with great fervor.

So which of these scenarios are preparing children for future success in the classroom and in relationships?

All of them!

Each is an experience that is a building block for future learning. They all promote not only cognitive growth, but social-emotional development as well. While many adults think what children need to be prepared for school is basic knowledge (colors, letters, numbers) or innate intelligence, recent research indicates that there certain skills that are more crucial for success than a child's IQ. And these are skills that parents can easily encourage in everyday life.

Ellen Galinsky's "Mind in the Making: The Seven Essential Life Skills Every Child Needs" identifies these crucial abilities as: 1) focus and self-control; 2) perspective taking; 3) communicating; 4) making connections; 5) critical thinking; 6) taking on challenges; and 7) self-directed, engaged learning. Galinsky discusses research findings in all these areas and simple ways parents can help children develop the tools they need for success. Returning to Jack and Malik, for example: both boys are using their focus and self-control to tune out distractions in their environment and keep working on

the task at hand. Their learning is self-directed, requires communication and critical thinking (how will they figure out how to make those blocks transform into a bridge?). Having been given the time, space and materials they need for this endeavor, Jack and Malik are strengthening those executive function skills that will serve them well in their kindergarten classroom next year.

When baby Isabelle's mother notes her daughter's interest in the dog, and responds to her by identifying what Isabelle is feeling and seeing, mom is encouraging language skills, but also being someone that Isabelle can trust to help her interpret the world. Similar experiences throughout the day help Isabelle grow into a confident, curious toddler who knows her caregiver will help her when she needs it.

And the three preschoolers engaged in a game of make-believe school are involved in a scenario that is familiar to all parents and caregivers. Children who engage in fantasy, make-believe play are using their imagination, setting goals, problem-solving and negotiating with one another. Parents can encourage this kind of play by having materials available to make simple props (blocks, fabric, paper, scissors, glue), and by setting limits on screen time so there is lots of time available for this kind of play. Reading stories to children is also a way to encourage this kind of creativity, as children will often use literature as a jumping-off point for their own stories.

Look for a class at The Parenting Center in the spring of 2015 based on "Mind in the Making," and come learn about strategies for helping children hone these skills at [www.theparentingcenter.net](http://www.theparentingcenter.net). ■



## Qatar's Ambassador visits pediatric clinic restored as part of country's \$100 million gift to New Orleans after Hurricane Katrina

The State of Qatar's Ambassador to the United States, Mohammed Jaham Al Kuwari, visited Kids First TigerCare Pediatrics, a primary care clinic that was renovated as a part of the country's \$100 million aid to the victims of Hurricane Katrina.

Ambassador Kuwari met with Children's Hospital President & CEO Mary Perrin before touring the Canal Street clinic and viewing photos of the storm's devastation. After the tour, he visited with the staff and reiterated his country's commitment to helping New Orleans and the Gulf Coast.

In May 2006, Qatar's Emir, Sheikh Hamad Bin Khalifa Al Thani, visited New Orleans and announced at Children's Hospital the \$100 million pledge to several south Louisiana medical and educational institutions. Children's Hospital received a \$5.351 million gift from Qatar, the largest single donation in the hospital's 60-year history. The hospital used \$5 million to establish the Qatar Cares Fund, which helped pay for medical care for children from families which were affected by the storm. Two of the hospital's primary care clinics – Kids First TigerCare and Kids First Prytania – were renovated with the remaining \$351,000 to restore services damaged by Katrina.



## Operation Pumpkin

Children's Hospital physicians lent their surgical skills to Operation Pumpkin at The Shops at Canal Place. The doctors carved jack-o'-lanterns, which were judged by local celebrities and sold to the public for \$25 apiece. Uncarved pumpkins were available for purchase for \$15 each for children to decorate with help from RHINO gallery artists. Children came dressed in their best costumes to trick-or-treat throughout the mall and enjoy special in-store promotions at participating shops. The hospital party, sponsored by The Shops at Canal Place, was a huge success. Patients and families enjoyed holiday entertainment, face painting and the opportunity to decorate their very own pumpkin.





## 610 Stompers

New Orleans favorites The 610 Stompers brought laughter and smiles to Children's Hospital during a performance and impromptu dance lesson provided by the ordinary men with extraordinary moves. Patients and their families, doctors, nurses and staff packed the auditorium to boogie with the Stompers. "You couldn't help but smile watching the 610 Stompers," said event coordinator Rachel Loper. "It was a lot of fun for everyone."

## Tulane Phi Mu Dance Marathon

Tulane University's Phi Mu chapter hosted its annual Dance Marathon on November 8, from 4 p.m. – midnight. This year 270 dancers danced the night away in student center and raised \$32,500! Dance Marathon involves high school and college students at more than 150 schools across the country, all raising money for the Children's Miracle Network Hospital in their community. The ladies of Phi Mu then visited the hospital during an event where they helped patients with Thanksgiving-themed crafts.



## Royal Sonesta Ornament Reveal

New Orleans artist Jason Michael Mullan was commissioned by the Royal Sonesta to create the hotel's annual holiday ornament. Each limited edition, signed and numbered royal teddy bears are screen-printed then hand painted with a rendering, making each a uniquely collectible piece of original local artwork. Children's Hospital patients Emma Romskey and Berkely Mardis assisted in the unveiling of the ornaments at the Hyph3n Gallery. They are on sale for \$25 at Children's Hospital Gift Shop, the Royal Sonesta, and Hyph3n Gallery on Royal Street.



## Calendar of Events

### DECEMBER

- 3** **Royal Sonesta's Lighting of the Balconies**  
6 p.m., The Royal Sonesta Hotel
- 9** **Guild Holiday Meeting & Luncheon**  
11 a.m., Historic White Hall Plantation

### FEBRUARY

- 3** **Guild Mardi Gras Mambo Bingo**  
9:30 - 2:30 p.m.,  
The Pontchartrain Center
- 6-7** **Blanco's Martial Arts Academy's Board Break-A-Thon**  
8:30 - 9:30 a.m.,  
The Riverfront Hilton

### MARCH

- 3** **Children's Hospital Bass Classic**  
4:30 a.m., Doiron's Landing in  
Stephensville, La.
- 27** **Sugarplum Ball**  
8 p.m., Children's Hospital's  
State Street Campus

### APRIL

- 7** **Best Chef's Event**  
6:30 - 9:30 p.m., Generations Hall

*Contact the Public Affairs  
Department at (504) 896-9373  
for more information on  
Children's Hospital events.*



## 600-mile bike ride to fight childhood cancer crosses finish line at Children's Hospital

*Pablove Across America cyclist rode from Austin Texas to New Orleans to raise funds, awareness*

Cameron Washington, 13, knows what he wants to be when he grows up, and thanks to The Pablove Foundation, Elektra Records President Jeff Castelaz and the Better Than Ezra Foundation, he's one step closer to his dream. Cameron, a cancer patient at Children's Hospital, recently finished a five-week photography course offered by the Pablove Foundation.

"I see pictures differently now," he said. "I'm glad I was in the program. I want to be a movie director, and I see this class as one of the first moves toward that goal."

After Castelaz lost his son, Pablo, to a yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer, he rode from St. Petersburg, Fla., to Los Angeles to raise awareness and funds for research. A few friends joined the ride, and they raised a surprising \$250,000.

Realizing the potential the ride had to raise awareness of childhood cancer, Castelaz made it an annual event. He and his wife, New Orleans native Jo Ann Thrailkill, used a combination of Pablo's name and the word love to create The Pablove Foundation. The bicycle ride, its signature fund-raising event, would be dubbed Pablove Across America.

Six years and more than 8,000 miles later, Castelaz and 20 other cyclists, including

dads, moms, aunts, and survivors of childhood cancer, finished their annual journey, a 600-mile trek which began in Austin, Texas, on October 17 and finished at Children's Hospital's main entrance in New Orleans on October 23. This year's ride raised more than \$200,000, pushing the total amount Pablove Across America has raised to more than \$2 million.

"We want people to understand that kids get cancer, too," Castelaz said, hopping off of his Cannondale bike after the ride, "to accept that children get this disease, to understand that all of the cancers that children get affect so many life years. For instance, if Pablo was saved, he could have lived another 70, 80 years. If you multiply that by 100, 1,000 or 10,000 children, you're talking about a lot of life."

The ride raises funds to support the foundation's essential programs like underfunded, cutting-edge childhood cancer research, annual educational symposiums, and Pablove Shutterbugs, a photography program for children living with cancer.

"We wanted to provide more options to break from the medical regime," Castelaz said. "(Children with cancer) get disconnected from their friends, school, the rhythm of daily life. So Shutterbugs is a way to introduce something new to get kids to tell their stories.

"You put a camera in a kid's hands and





something happens,” he said. “They start telling stories they never knew they had inside them. And you see stories that they would never tell.”

Given locally in partnership with Children’s Hospital this fall, Shutterbugs allowed 20 local children with or recovering from cancer to take part in a five-week photography class for two hours every Saturday. In class they learned about perspective, composition, lighting, portraits and documenting experience.

“We want to make sure they are learning an art form, how to be technically and creatively adept and astute with photography,” said Olivia Grey Pritchard, Pablove’s regional teaching artist. “We are hoping that they are using what they are learning to develop their creative voice to express themselves.”

Pritchard said the fall class was rather impressive. “I can’t believe kids this age took these photos with point and shoot cameras. I get the feels from seeing what they can accomplish.”

“I didn’t know a lot about photography before doing this, and got to learn a lot of new things,” said patient photographer Kelsey Reitmeyer, 14. “I think it’s great of them to do this ride to give us the opportunity to do this.”

Upon the class’ completion, framed and matted copies of the kids’ works were selected for showing at the Du Mois Gallery on Freret Street, running Oct. 23 – Dec. 13. At the show’s opening party, 11x14-inch copies of the children’s photos were available for sale along with a silent auction which included fine art, photography, jewelry and additional objects d’art, with all proceeds benefiting the Pablove Shutterbugs program.

“It was an amazing opportunity that she would have never been able to do otherwise,” said Catherine Reitmeyer, Kelsey’s mother. “It was great to watch her on her own take her camera and go take pictures for their assignment that week.

“All the pictures that the kids took are phenomenal,” she said of the gallery showing. “They look like professionals.”

Thraikill said Pablove Shutterbug Programs have been established in New York

and Los Angeles, but with several local friends, including The Better Than Ezra Foundation, having supported Pablove for years, she wanted to bring the program to her hometown.

“We wanted to find a way to keep some money here,” Thraikill said. “We’re hoping to bring joy to the kids and their parents’ lives. They’re not looked at as cancer patients here. They’re looked at as artists. When I see a child walk in to a professional art gallery and run up to their photo and say, ‘That’s mine!’, it’s rewarding.”

Child Life director, Lee Myers, was instrumental in bringing the program to Children’s Hospital. She said she could see the children’s minds were opened up to new ideas and thoughts by the experience.

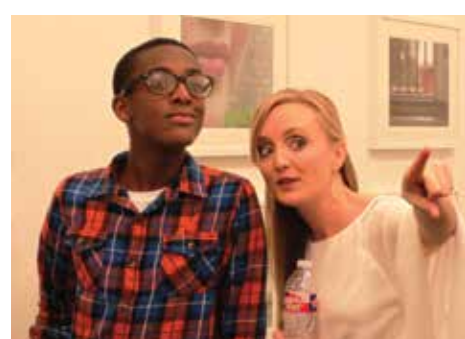
“I saw how photography is an important and creative tool to get relief from everyday stress, especially for children and teens who battle cancer,” Myers said. “What I didn’t see was cancer. I saw was a group of young photographers who were able to clearly express passion, creativity, beauty, joy, magic, friendship, strength, color, warmth, fun, reflection, home, community and their world.”

She said a self-portrait titled, “Beyond These Walls,” which featured a teen patient in a hospital gown seated in a wheelchair with an exposed chemotherapy port on her clavicle, moved her deeply.

“I felt her tremendous strength to reach beyond illness and the hospital environment,” Meyers said. “At the gallery show, I saw a poised fashionable teenager with a beautiful smile that lit up the entire room.”

*For more information on The Pablove Foundation or Children’s Hospital’s Cancer Program, log on to [pablove.org](http://pablove.org) or [chnola.org/cancer](http://chnola.org/cancer), respectively. ■*

*Left, top to bottom: Bicyclists ride down Henry Clay Avenue completing their 600-mile ride from Austin, Texas to New Orleans; Electra Records President Jeff Castelaz; Castelaz embraces his wife, Jo Ann Thraikill, at the end of the seven-day ride; part of the welcoming committee; Right, top to bottom: The gallery show and auction at Du Mois Gallery; patients in class; “Beyond These Walls,” viewing patients’ work at the gallery; Cameron Washington and Olivia Grey Pritchard; photo field trip to the zoo.*











# BOO AT THE ZOO BRINGS HALLOWEEN FUN

## *Annual Halloween-themed extravaganza returns for four nights*

The Imagination Movers headlined the opening night of Boo at the Zoo and set the tone for a rockin' four nights of the annual Halloween extravaganza, which benefits Children's Hospital and Audubon Zoo.

Highlights of the event included the zombie-themed ghost train ride, special appearances by New Orleans Pelicans and New Orleans VooDoo players and dance team members, New Orleans Jesters soccer players, UNO and Loyola basketball players who were on hand to distribute candy and sign autographs, and Star Wars performers, who delighted children with meet and greet opportunities.

"Each year we try to find ways to enhance the event," said Cat Randon, Children's Hospital's Public Affairs director. "Our goal is to make it a fun, family-friendly night out while raising money for both Children's Hospital and the Zoo."

A hit with locals, year after year, boys and ghouls were also treated to live entertainment and activities, including trick or treat houses, a scary and non-scary haunted house, skeleton stilt

walkers, a haunted maze, laser tag, Angry Birds launcher, the Children's Museum's Bubble Maker, games with prizes, Lowe's Build and Grow Workshop, family costume and wagon/stroller contests and family photos by Lakeside Camera Photoworks.

More than 11,000 children and adults, including several superheroes, princesses and snowmen who like warm hugs, enjoyed the safe, fun-filled event for children up to age 12.

Two venues allowed families to enjoy age-appropriate entertainment. Local favorites Johnette Downing along with her musician husband, Scott; Dennis & Co. and SongBeat played in the Toddler Area in Audubon Zoo's Cool Zoo. The Imagination Movers, Matthew Davidson Band, The Super Stars and Jack Magic rounded out the entertainment on the Main Stage.

Major sponsors included Marathon Petroleum Co., Smoothie King, JRP New Orleans Performing Arts Academy, Dr. Jason Parker, D.D.S.; Acadian Ambulance and Zapps Potato Chips.

The fun returns to the zoo next year on Oct. 16-17 and 23-24. ■





## Sixth Annual Jazz Half Marathon raised \$350,000, awareness for the Cancer Program at Children's Hospital

*WDSU's four-hour broadcast raised \$35,346.81*

The Sixth Annual Jazz Half Marathon, 5K & the Thomas Morstead What You Give Will Grow Cancer Walk, held Saturday, November 1, helped raise more than \$350,000 for the Cancer Program at Children's Hospital, including \$35,346.81 raised during WDSU's four-hour broadcast of the event.

"The 6th Annual Jazz Half-Marathon had a record registration and turnout," said race director Chuck George. "The day of race offered superb temperatures with windy conditions that were at times less than ideal."

Conor Doan, of Baton Rouge, won the half marathon with a time of 1 hour, 11 minutes. Jennifer Palermo was the first female to cross the finish line in a time of 1:31:12.

Full results and all award winners are posted online at [www.jazzhalf.com](http://www.jazzhalf.com).

"Doan ran down the early race leader Ian Carr, passed him at about mile 10 and captured the 2014 Jazz Half-Marathon title," George said. "In the women's field it was a battle thru the last half of the race between all three top finishers with Jennifer Palermo grinding out the victory over the last half mile with Melissa Lilly and Elizabeth Leenaarts just seconds behind."

The event also included New Orleans Saints punter/kicker Thomas Morstead's What You Give Will Grow Cancer Walk, a one-mile walk which celebrates the lives of the champions who are currently receiving treatment for cancer and those who have been

cured. It also honors the Children's Hospital patients, as well as the thousands of other young children, who lost their battle with childhood cancer this year. Proceeds from the walk will help fund cancer care, support cancer research projects at the Research Institute for Children at Children's Hospital, and will provide assistance to the families of cancer patients.

Runners were entertained by local bands which were placed every few miles along the route, and greeted as they crossed the finish line by Mardi Gras Indians from the New Orleans Black Indian Alliance. All participants and supporters were invited to the post-race party, which featured live music by Kermit Ruffins & the BBQ Swingers, as well







as numerous refreshments at the Lafayette Square festival area.

More than 300 volunteers took part to make the event happen and become a success.

The 13.1 mile half marathon runs from Lafayette Square in downtown New Orleans to Audubon Park Uptown and back. The 5K is a 3.2 mile race run in the downtown area. Race medallions were presented to all Half-Marathon and to the first 500 5K race finishers.

WDSU broadcast four hours of race coverage, musical entertainment along the route, interviews and vignettes on the impact Children's Hospital's Cancer Program makes across the Gulf South and volunteers manning a phone bank to collect pledges.

"This was by far, our best Jazz Half. The race and broadcast came off without a hitch," said Roger Gorman, Children's Hospital's Development director. "It was a

special day for a special cause. My hat's off to all the donors, runners and volunteers who helped and, of course, to the musicians who provided an outstanding post-party. It was well organized and a fun event."

Brennan Matherne of Houma won the Run For Free fundraising competition, which allows runners to raise \$250 and receive a rebate of the registration fee. Matherne raised \$3,066 and will receive a 3-night stay at the Marriott Cosmopolitan Hotel in Las Vegas with airfare for two included. Clearly, though, the real winners of the Jazz Half Marathon & 5K are the hundreds of young cancer patients who come each year to Children's Hospital for the best available cancer care.

Major sponsors included nola.com/The Times Picayune, The Grainger Foundation, WDSU, Merrill Lynch, Budweiser, Bryan Subaru, Marriott, Varsity Sports, Kentwood Springs, Blue Bell Ice Cream, Superior Grill, Take 5 Oil Change, Your Nutrition

Delivered, Jefferson Auto Service, Acadian Ambulance Service, Louisiana Health and Fitness Magazine and River Parish Disposal.

Thanks and congratulations to all of the runners and walkers who participated.

For more information on the Jazz Half Marathon, 5K and The Thomas Morstead What You Give Will Grow Cancer Walk, please visit [www.jazzhalf.com](http://www.jazzhalf.com). ■

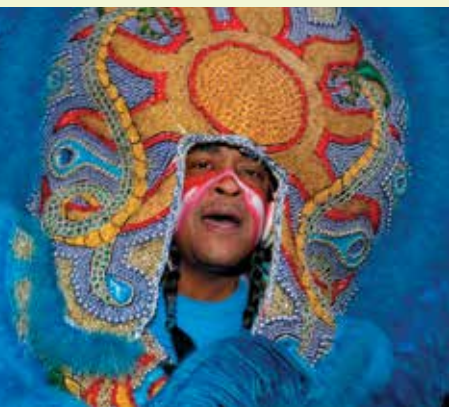
#### Overall Male Open Winners

Place	Name	Age	Time	Pace
1	Conor Doan	23	1:11:00.7	5:25/M
2	Ian Carr	24	1:13:18.9	5:36/M
3	Max Miller	24	1:16:17.8	5:49/M

#### Overall Female Open Winners

Place	Name	Age	Time	Pace
1	Jennifer Palermo	44	1:31:12.1	6:58/M
2	Melissa Lilly	38	1:31:18.3	6:58/M
3	Elizabeth Leenaarts	35	1:31:55.6	7:01/M

A list of all winners in all classifications is available at [www.jazzhalf.com](http://www.jazzhalf.com)



## Helping Hands

*Building a healthy future for kids.*

### ***2014 Kids Fund To Benefit Epilepsy Surgery***

The 2014 Kids Fund Campaign is off and running with a goal of raising \$900,000 to help fund epilepsy surgery for children who come to our hospital each year. Marriott Convention Center General Manager and long-time supporter Joe Blanche is serving as the chair of this year's campaign. Cardiologist Kelly Gajewski, M.D., is serving as head of the Physicians Campaign. Your support helps the hospital's neurosurgery team continue its efforts to provide the best available treatment to children who suffer frequent seizures on a daily basis and helps the hospital maintain its policy of never turning away a child who needs the care we provide. Donors may give via the hospital website at [www.chnola.org/donate](http://www.chnola.org/donate) or by calling the Development office at (504) 896-9375.

### ***RPGA Golf Classic Presented by Entergy***

The inaugural River Parish Golf Association (RPGA) Golf Classic, presented by Entergy, was held at the Joseph M. Bartholomew Golf Course in Pontchartrain Park on Friday, October 10. Approximately 100 golfers turned out for the tournament that benefited Children's Hospital and the Alpha Daughters of Zion, an organization that provides a network of services for women and children of domestic violence. Golfers enjoyed grilled sausage provided by former Saint Joe Horn, fried chicken wings, and jambalaya on the course, and red beans and rice prepared by the Alpha Daughters of Zion at the Liberty Bank Post Party with Budweiser beer provided by Southern Eagle distributors. The event raised \$23,000 for Children's Hospital and the Alpha Daughters of Zion. The hospital offers its heartfelt thanks to the RPGA for organizing the event.

## MEMORIALS

July 1, 2014 - October 31, 2014

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Diane Busselman  
Betty Duhon  
Adrian Graff

### **Ernest J. Bergeron**

Frances F. Ross

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Harvey & Jo Anne Perque

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Rebecca Grollman

Chris Harriman

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## Helping Hands

*Building a healthy future for kids.*

### *Marriott Silent Auction & Golf Tournament*

The Marriott New Orleans Business Council hosted the 9th annual Marriott Silent Auction at the New Orleans Marriott on Canal Street. The silent auction included more than 150 stays at luxurious hotels and resorts worldwide and other great prizes. Included were culinary delights from these outstanding Marriott restaurants: 5fifty5, René Bistrot, M bistro, MiLa, Shula's Steakhouse and Wolfe's in the Warehouse District. The 9th annual Marriott Golf Tournament took place at English Turn Golf & Country Club. Together both events raised more than \$121,000 for Children's Hospital.



### *Valero St. Charles Refinery*

Valero St. Charles Refinery made a gift of \$80,000 to Children's Hospital at their annual charity luncheon on Oct. 18. In the company's 11-year history of supporting the hospital, it has given more than \$1.1 million to Children's Hospital. During that time, Valero has supported a range of important projects that help our hospital continue to serve the healthcare needs of the children of Louisiana and the Mississippi Gulf Coast. Valero employees are also among our most dedicated volunteers, helping with such projects as the hospital's annual Telethon, Boo at the Zoo, Christmas Toy Drive and the Allfax Golf Tournament.



## *Tour De Lis*

The 2014 Tour De Lis was held at the New Orleans Lakefront on Saturday, September 6. The event included a 5K run and a bicycle ride with riders doing as many laps on the beautiful Lakefront course as they wished. Participants enjoyed a beautiful day and feasted on red beans and rice from Copeland's, spinach & artichoke dip from Lakeview Harbor, hamburgers and Pabst Blue Ribbon beer donated by Crescent Crown Distributors, while listening to music provided by Weathered. The event benefited the hospital's Late Effects Clinic, which provides care to children who have won their battles with cancer but face other problems as a result of the treatments needed to save their lives. The event raised \$108,000 for the hospital.

**Special thanks to:**



### **Davis-Malony Fund**



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Sean Payton's Play It Forward Foundation

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***Vicari Automobile Auction***

The Vicari Auction

Company held an

automobile auction at the

Mississippi Coast Coliseum during the Cruisin' the

Coast Festival in Biloxi on October 9-11. Several

items were auctioned off for Children's Hospital,

including two donated cars, two Super Bowl XLIV

footballs signed by game MVP Drew Brees and

various autographed items from Danny Koker, star

of The History Channel's Counting Cars. Koker

and other cast members were on-hand at the event

and helped out with the auction, which raised a

whopping \$64,000 for Children's Hospital.

Vicari Auction also held an event at Mardi Gras World, which featured a concert by Vince Vance. That event raised \$8,500, bringing their total donation to nearly \$73,000.

Pete Vicari, owner of the auction company said many items up for bid were purchased and then immediately donated back to be re-auctioned for the hospital.

"Children's Hospital was there for my family when we needed them, so seeing the enthusiasm of bidders supporting the hospital deeply warmed my heart," Vicari said.

***Houma Oilman's Fishing Invitational***

The Houma Oilman's Fishing Invitational held its annual awards dinner on August 13 and presented a gift of \$20,000 to Children's Hospital. This event is one of the most popular events in south Louisiana, and it has supported Children's Hospital and other worthy charities for many years.

**HONORS**

July 1, 2014 - October 31, 2014

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Stacey M. Hitt

**J.D. Blue**

Bonnie Abide

Arnaud's Restaurant

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William W. Hall

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Paula J. Jaconne



## ***Guild Holiday Meeting & Luncheon and Mardi Gras Mambo Bingo***

**Save the Dates!** The annual Guild Holiday Meeting & Luncheon will be held at the Historic White Hall Plantation on Dec. 9 at 11 a.m.

Carnival is early this year, and the Mardi Gras Mambo Bingo is fast approaching! The Guild's foremost fundraiser will take place at The Pontchartrain Center on Tuesday, Feb. 10. With celebrity Bingo callers, a three-course lunch and fantastic prizes, The Mardi Gras Mambo Bingo is a festive way to kick off the Mardi Gras season. This year, funds raised will go toward the purchase of neurosurgery equipment at Children's Hospital. Doors open at 9:30 a.m. with bingo starting at 10:30 a.m. Pricing: \$40/members, \$45/nonmembers.

For more information or to attend a Guild event, please contact the Public Affairs Department at (504) 896-9373.

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# SMALL WORLD GALLERY

patient inspirations



EMMA'S HANDPRINT  
Acrylic paint on paper

Emma Romsky, Age 3



Foot & Hand Print Rudolph Jadyn Robicheaux, 8  
Watercolor on paper



Self-portrait  
Acrylic on paper

Londyn Jackson, Age 11

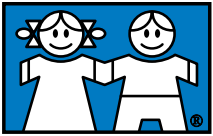


Sir Saint Berkley Mardis, 15  
Acrylic on window glass



Gobble Gobble  
Acrylic on window glass

Berkley Mardis, 15



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