A Message From Your Public Relations Chairman

Dear Fellow Nobles,

As we all know, our Shriners fraternity was founded on the Masonic principles of brotherly love, relief and truth – with the addition of fun and fellowship.

These elements – fun and fellowship – are what bring us together and what can help strengthen our temples and increase our numbers.

When something is fun to attend, you are more likely to continue to participate. As you become more active, you meet new people and make more connections with other nobles – and fellowship – building relationships with others – begins to happen. Over time, being part of your temple, and spending time with your fellow nobles becomes important, and something you look forward to doing. And, since you are having fun and experiencing something positive, you want to share it with your friends, which makes it easier to encourage others to consider becoming a Shriner.

The periods when our fraternity was especially noted for its fun and fellowship are the times the fraternity experienced its greatest growth. Today we have more tools and opportunities to promote our fraternity than ever before. Not only should we want to share this tremendous experience of being a Shriner with others, we need to so that our fraternity will be stronger. The strength of our fraternity and our individual commitments to Shriners International has a direct impact on the important work of our philanthropy, Shriners Hospitals for Children®.

To me, being a Shriner is being a member of the greatest fraternity on earth. Let's work together to make it stronger and stronger – so that we leave it much better than we received it.

Did you know?

- Alfred. G. Arvold (1944-45) was the only Imperial Potentate who did not preside over an Imperial Session.
- A noble wearing a fez during the pledge should execute a right hand salute. A noble not wearing a fez should place his right hand over his heart.
- Masada Shriners (in Yakima, Washington) is named after a mountain fortress in Israel.
- Yelduz Shriners (in Abilene, South Dakota) is named after the Turkish word for “star.”
- Gene Autry, Colonel Sanders, John Phillip Sousa, and John Wayne were all Shriners.
Pharmacy Buyer Honored

Last month in Las Vegas, Nevada, Linda Nelson, our corporate pharmacy buyer at Shriners International Headquarters, was recognized as the second place 2016 Outstanding Pharmacy Buyer of the Year by the National Pharmacy Purchasing Association. Nelson was recognized for her outstanding pharmacy knowledge and skills. Known for her remarkable passion and dedication, she has played an instrumental role throughout the process of centralizing pharmacy across our health care system. We are proud of her, and congratulate her on a job well done.

Love Heals with Scentsy

On Sept. 1, Shriners Hospitals for Children launched the Love Heals Cause Warmer campaign with our partners at Scentsy. Scentsy’s Love Heals Warmer is a wickless candle that contains a highly fragrant wax bar and is specially designed to raise awareness of the innovative pediatric care available at our health care system. For every warmer sold, $8 will benefit Shriners Hospitals for Children.

How you can help:

- Click here to download a flyer about the Love Heals Cause Warmer, (live link to http://d31hzlk6di2h5.cloudfront.net/20160830/57/9e/01/59/170c83b7a6ee0d5c04849c60/Love_Heals_flyer_final.pdf) and share it with friends and family.
- Click here to download a photo of the Warmer (live link to http://d31hzlk6di2h5.cloudfront.net/20160830/4d/39/46/cf/8f0ac19b767da5723b010fb5/81-Home-LoveHeals-ISO--GLOSFV16.jpg), and post it on social media using the hashtag #TogetherLoveHeals
- Purchase a Love Heals Cause Warmer as a gift for friends and family. To find a Scentsy consultant and learn more, please visit togetherloveheals.com.

For more information and a list of frequently asked questions, click here (live link to http://d31hzlk6di2h5.cloudfront.net/20160901/43/06/4c/6c/522d013233c24d9ca5fe758/FAQs_Scentsy_for_SHC_Nobles-FINAL.pdf). If you have any questions, please email lovetotherescue@shrinenet.org.

New Partnership with National Association of School Nurses

Shriners Hospitals for Children recently launched a year-round partnership with the National Association of School Nurses (NASN) to improve the health and safety of all children through providing educational materials, events and professional training. This new partnership will help to broaden our reach and increase awareness of our health care system.

NASN is a nonprofit, specialty nursing organization representing school nurses exclusively, with more than 16,000 members and 50 affiliates in 48 states, and the District of Columbia.

Here are the avenues we will use to spread the word about Shriners Hospitals and the resources that are available to school nurses:

- NASN School Nurse – bi-monthly print publication to 16,500 subscribers
- NASN Radio – monthly national radio podcast
- Weekly Digest – a weekly e-newsletter that is distributed to 34,000 subscribers
- Social Media – Twitter and Facebook
- shrinershospitalsforchildren.org/nasn

The webpage shrinershospitalsforchildren.org/nasn was created specifically for this partnership, and will include helpful information and links to resources. The page will be updated as new campaign topics are introduced.

Patients Receive Professional Putting Lessons From PGA Pros

We love it when professional athletes in town for big competitions take time out of their practice schedules to spend time with our patients. Last month, prior to playing in the Deutsche Bank Championship, PGA Pros William McGirt and Martin Laird hosted two Shriners Hospitals for Children — Boston patients, Steve and Nolan, at TPC Boston for putting lessons. We thank these athletes for their support, and for providing our patients with this invaluable experience.
The 2016 Shriners Hospitals for Children Open

On Oct. 31 - Nov. 6, the 2016 Shriners Hospitals for Children Open will bring the FedExCup to Las Vegas once again as the PGA TOUR returns to the valley for the 34th consecutive year. Many of the top golfers in the world will participate in the competition, which helps support Shriners Hospitals for Children.

The 2016 Shriners Hospitals for Children Open will be held at TPC Summerlin, and will have a $6.4 million purse, and $1.152 million winner’s share. The week long tournament also features many additional events and experiences, and is full of fun for the whole family. All proceeds benefit Shriners Hospitals for Children.

Supporting Our Organizations
Shriners Hospitals depends on national signature events like the Shriners Hospitals for Children Open to help raise awareness and funds to support its mission to provide life-changing pediatric specialty care.

During the event, several Shriners Hospitals for Children patients will be on hand to share their stories and participate in various ways. These patients are a powerful representation of the hope and healing provided by Shriners Hospitals for Children – we are proud of them, and thank them for their hard work and invaluable contribution to this event.

In addition to supporting our health care system, this annual event is also very important to Shriners International, and provides countless opportunities for our Shriners to come together to participate in fun and fellowship, share their stories with the rest of the world, and raise interest to attract potential new members.

Thank You for Being a Part of the Tradition
We want to acknowledge and thank all our amazing volunteers, including many Shriners and their family members, for dedicating their time and energy to the Shriners Hospitals for Children Open year after year.

For more information about the Shriners Hospitals for Children Open, including how to purchase tickets, please visit shrinershospitalsopen.com.

Shriners Hospitals Helps Spirit Halloween With New Tagline

Looking for a new tagline to better capture the essence of their mission, Spirit of Children turned to the 134 children’s hospitals they partner with for suggestions.

Tara Paustian and Julie Fannin, members of the child life staff at Shriners Hospitals for Children — Tampa, provided the winning tagline that is now being used in Spirit Halloween’s promotional material.

The winning tagline:
Spirit of Children provides a Prescription for Play...Touching the lives of hospitalized children in a fun, not so scary way.

Congratulations to Tara and Julie for their winning creativity.

Spirit Halloween Supports Shriners Hospitals for Children

Halloween will be here before we know it. From now until Oct. 31, if you shop online at spirithalloween.com or at any Spirit Halloween store, you will receive 10 percent off your entire purchase, and the company will donate 10 percent to help child life departments at local children’s hospitals, including Shriners Hospitals for Children.

To take advantage of this promotion while shopping online, use the promo code GIVING16 during checkout. To use the promotion in-store, please present the coupon below at checkout.

To learn more about Spirit Halloween’s program, the Spirit of Children, please visit spirithalloween.com/content.jsp?pageName=soc, where you can also view a list of participating hospitals.

Save the Date

- Oct. 31 - Nov. 6, 2016: Shriners Hospitals for Children Open - Las Vegas, Nevada
- Jan. 21, 2017: 92nd East-West Shrine Game St. Petersburg, Florida
- July 9 – July 13, 2017: 2017 Imperial Session of Shriners International - Daytona Beach, Florida