



News Release

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Familiar faces helping a familiar cause:

St. Jude campaign has patients with big hearts working side by side big name celebrities

A 50 year old tradition rallies on with celebrities from film, television, music and sports all donating their time and talents to the St. Jude Thanks and Giving campaign. Starting this November, Jennifer Aniston, Robin Williams, Morgan Freeman, George Lopez, Shaun White, Dwyane Wade, and many other celebrities have joined together to raise awareness and funds for St. Jude Children's Research Hospital through an array of events.

Heart melting television advertisements for the Thanks and Giving campaign featuring these celebrities and the even bigger stars, the St. Jude Patients, are now airing on cable networks world-wide. The celebrities are also featured in a movie trailer that will appear on screens nationwide at theatre industry giants including Regal Entertainment Group, AMC Entertainment, Cinemark and Carmike Cinemas as well as many others. In addition, the trailer will be shown on American Airlines and Delta Air Lines flights. All advertisements, as well as behind-the-scenes footage have been available for public viewing at www.stjude.org since November 22nd.

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-Familiar faces-

Celebrities becoming involved in charities like St. Jude is becoming a growing trend and with the wonderful philanthropy that these organizations offer, it's easy to see why. Morgan Freeman was quoted saying "No family ever pays St. Jude for treatment thanks to the thousands of people across the country who support programs like Thanks and Giving." Freeman is seen in his advertisement alongside St. Jude patients Mia and Camryn in one of this year's television spots. Freeman also said, "With your help, we can help give hope this holiday season to kids battling cancer and other deadly diseases."

The campaign is also getting endorsement from an array of other celebrities in many different fields of entertainment. This year, Katharine McPhee, will serve as the St. Jude Give Thanks Walk grand marshal at the New York City walk. History Channel's Mike Wolfe and his Antique Archaeology-Nashville crew are also trying to get fans to donate to St. Jude in support of his participation in the Nashville Give Thanks Walk. Disney stars Elise Neal and Adam Irigoyen will join walkers at the Los Angeles event. Victoria's Secret model, Lily Aldridge, is modeling a shirt from the St. Jude Holiday Gift Book that features a poem written by St. Jude patient Micah. Country music artist Blake Shelton, comedian George Lopez and actor Hill Harper have taken to the airwaves and recorded special radio messages, promoting the campaign, which will air on more than 200 radio stations across the nation during the holiday season.

The campaign is set to run through the end of the year and celebrity participation in helping the organization is assumed to continue well into the future. Blake Shelton said in regards to the campaign, "It's important to be thankful for the many blessings we have this holiday season, and helping kids who haven't been as blessed as I have is a great way to give back."

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-Familiar faces-

St. Jude is the nation's leading pediatric research and treatment center devoted solely to children with cancer and other deadly diseases. It is the only pediatric cancer research hospital that covers all of the costs for treatment, travel, food and lodging for each patient and a family member. To learn more about the Thanks and Giving campaign and to learn about the more than 60 brands participating in the campaign, visit www.stjude.org.

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