

The image of a Shriner carrying the child is embodied in the Shriners Hospitals for Children logo and is prominently featured as a graphic element. This visual identity celebrates the nearly, 90-year legacy of helping kids defy the odds with forward-facing, refreshed images, portraying our health care system as a progressive, but still warm and caring, organization



Shriners Hospitals
for Children™



The Evolution of the Editorial Without Words

KNOWN as the “Editorial Without Words,” the universally recognized image of the Shriner and little girl represents the Shriners fraternity’s rich history and tradition, and honors Shriners International’s role in building and supporting Shriners Hospitals for Children as its official philanthropy. What most people don’t know is that the original photograph (right) was taken almost by accident.



The photographer, **Randy Dieter**, was at the Mesker Amusement Park in Evansville, Ind., for the local temple’s annual outing for children with disabilities. This is what

Randy Dieter said about that day: “I was taking shots of the midway and was using my telephoto lens. I saw a local Shriner walking by carrying a little girl in one hand and her crutches in the other. My camera wouldn’t fire; then they were too close for my lens. I ran past them, but the camera jammed. I had to take my last shot as they walked by. It was the end of the roll. If I had to think about it, I wouldn’t have come up with something like that. Fate guides you.”

Bobbi Jo Wright, a former patient at Shriners Hospitals for Children — St. Louis, was the little girl carried by the Shriner, **Al Hortman**. Years after the photo was taken, Bobbi Jo said, “It still seems unreal. I have many wonderful memories of the years I was a patient at the St. Louis Shriners Hospital. They greatly improved my ability to walk.”

The “Editorial Without Words” image has been reproduced in various ways, including statues featured prominently outside hospital and temple buildings, as well as the former Shriners Hospitals for Children logo (left).

Usborne Books Donates

DURING the Shriners Hospitals for Children – Boston Board Meeting on August 27, 2009, **Heather Csongor** and **Diana Butler**, owners of Usborne Books and More brought books and recordable teddy bears for the patients.



DONATIONS FROM USborne Books were a welcomed delight for the children at the Boston Hospital. Pictured here are: **Danielle Surprenant**, Child Life Therapist; **Diana Butler**; **David Faulkner**, Director of Development at Shriners Hospitals for Children - Boston; and **Heather Csongor**.



EVERYONE WAS all smiles from the donation by Usborne Books. Left to right are: **Diana Butler**; **Bruce Bradigan**, Chairman of the Shriners Hospitals for Children - Boston Board of Governors; and **Heather Csongor**.

Social: 11:00 am
Lunch: 11:30 pm
Attire: Street Dress or Pant Suit
Deadline: January 15, 2010
Tickets: \$30

MENU
Chicken Marsala
or
Baked Scrod

Aleppo

2010 Ladies Luncheon

*Come Celebrate the Year Ahead with
The Potentate’s Lady!*

Saturday, January 23, 2010

at the



20 Elm Street ~ North Reading, MA

Complimentary bus transportation from Aleppo at 10:30 am. Arrive at 11:00 and enjoy a no-host gathering with our new First Lady and Friends.

North on Rte.128: Take Exit 41 marked Lynnfield Ctr- Bear right off exit and follow straight through for 4.5 miles - you will reach a sign marked Rte. 62 - Bear left onto Rte. 62 - The Thomson Country Club will be 1/4 mile on the left.

South on Rte 128: Take 114 West to Rte. 62 Middleton - Take left at Rte. 62 and follow through until you reach the Thomson Country Club

North or South on Rte 93: Take Exit 39 marked Concord St/Wilmington - Bear right off exit - follow Concord St. to the lights - Take a left onto Rte. 28 - follow until you come to Kitty’s Restaurant - Take a right onto Rte. 62 and follow for 5-6 miles - the Thomson Country Club will be on your right.

Rte 1: Take Rte. 114 West to Rte. 62 Middleton - Follow for 2 miles then bear right - the Thomson Country Club is on the left.

Please complete and return this form along with your check and a self-addressed stamped envelope to:

Aleppo Shriners • 99 Fordham Rd. • Wilmington, MA 01887
Attention: Maribel DeLuca

Yes, I will attend the Potentates Ladies’ Luncheon on Saturday, January 23, 2010

Selection: Chicken Marsala Baked Scrod

Check here if you intend to take the bus from Aleppo *Bus leaves Aleppo at 10:30 am

Please send me _____ tickets at \$30.00 per ticket. Enclosed is my check for \$ _____

Lady’s Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____

