

Emma Stratton  
Tri-Fold Brochure  
“Melissa & Doug”

PANEL 1

HEADLINE: MELISSA & DOUG PARTNERS WITH CHILDREN’S MIRACLE NETWORK

SUBHEAD: Joining Forces to Save Lives

VISUAL: Photo of children from company, Melissa & Doug and CMN logo

PANEL 2

SUBHEAD: MELISSA & DOUG GIVES BACK

COPY: For the past 30 years, Melissa & Doug has worked hard to create toys that will spark your child’s imagination and develop skills for a lifetime of success. To celebrate our 30<sup>th</sup> anniversary, we began a partnership with Children’s Miracle Network (CMN.)

SUBHEAD: WHAT IS THE CHILDREN’S MIRACLE NETWORK?

COPY: The Children’s Miracle Network aims to save and improve the lives of children by supporting local hospitals with donations and raising awareness for sick and injured kids. CMN has raised \$5 billion in donations since 1983

VISUAL: Visual from website- treatment chart/circles

PANEL 3

SUBHEAD: HOW CAN YOU SUPPORT US?

COPY: Melissa & Doug released our new product, Celebration Miracle Set, to celebrate our partnership with CMN. This limited-edition product line will include special birthday accessories.

Nov.1, 2018, through Oct. 31, 2019, anyone can purchase the Celebration Miracle Set. The set will cost \$15.99 with 50% of its profits will going to CMN.

PANEL 4

SUBHEAD: HOW WILL THIS DIRECTLY IMPACT HOSPITALS?

COPY: Revenue: CMN will receive 50% of all revenue made from the Celebration Miracle toy set. Toys: Melissa & Doug will provide CMN hospitals across the United States with a stash of anniversary products for pediatric patients. Employees: Melissa & Doug’s employees can participate in a program at the CMN hospital where they go to the hospital during work hours twice a month for two hours and build, color or read to pediatric patients.

PANEL 5

SUBHEAD: HAVE YOU MET OUR CHAMPION, JAKIAH COLLINS?

VISUAL: A month into preschool, 4 years old, JaKiah Collins received diagnosis of kidney cancer by her doctor. JaKiah underwent months of chemotherapy, radiation therapy and surgery.

COPY: With the help of CMN, JaKiah enters into her fifth year of being cancer free! CMN donations helped pay for the hematology and oncology clinic wing that Jakiah received her treatments. They also provided funds towards the hospitals healing garden where she spent days recovering.

-MORE-

By purchasing the Celebration Miracle Set, you can be a part of helping children like JaKiah.

PANEL 6

SUBHEAD:

HOW CAN YOU MAKE A DIFFERENCE?

COPY:

Together We Can Save Lives

62 children enter a CMN hospital every minute

1 in 10 children in North America receive treatment from a CMN hospital every year.

HELP US HELP THEM!

VISUAL:

Melissa & Doug logo

COPY:

141 Danbury Rd.

Wilton, CT 06897 USA

Call 1-800-718-5365

[www.melissaanddoug.com/CMN](http://www.melissaanddoug.com/CMN)