***Attention ALL Team Members:***

***Once again, the North Shore-LIJ Health System has partnered with Children's Miracle Network to benefit the Steven & Alexandra Cohen Children's Medical Center of NY!***

## *WHAT IS MIRACLE JEANS DAY?*

**Miracle Jeans Day** is a one-day Children's Miracle Network Hospital (CMNH) event. North Shore-LIJ Health System employees, CMNH sponsors, and local businesses are invited to go "Casual for Cohen" on Wednesday, September 12, 2012. **All proceeds will benefit the Child Life and Creative Art Therapies Program at the Steven & Alexandra Cohen Children's Medical Center of NY (CCMC)**, which is the Children's Miracle Network Hospital in this region.

## *HOW IT WORKS:*

**Simply make a donation to CCMC by purchasing a Miracle Jeans Day paper icon or "I ♥ CCMC" bracelet and trade your business attire for jeans for the day!** Thousands of health system employees and local businesses have participated in Miracle Jeans Day since it began in 2009, and as a result nearly $80,000 has been raised for CCMC! Your support will benefit the Child Life and Creative Art Therapies Program at CCMC, a program that operates solely on philanthropic support.

## *HOW TO PARTICPATE:*

Each organization/department nominates a Miracle Jeans Day Captain. Captains then follow these simple steps:

1. **Contact Tracie Szatkowski at tszatkowski@nshs.edu or 516-465-2558 to register**. **The deadline for registration is September 5, 2012.**
2. Promote the event in the workplace and encourage colleagues to participate by purchasing a paper icon to display near their workspace for a minimum donation of $5 or "I ♥ CCMC" bracelet and paper icon for a minimum donation of $10. (Cash and checks made payable to NS-LIJ Foundation will be accepted, you can also make a donation at http://support.northshorelij.com/casual4cohen)
3. Distribute icons and bracelets to program participants and remind everyone to go "Casual for Cohen" on September 12th.
4. Take a group picture and email it (JPEG format) to tszatkowski@nshs.edu.

## *QUESTIONS:*

**For additional questions please contact Tracie Szatkowski at tszatkowski@nshs.edu or 516-465-2558.**

***Note: Clinical workers may not wear jeans while servicing patients, but can make a donation to support the cause. Please contact your HR representative with any questions regarding eligibility.***