

**Not All Heroes Wear Capes
Some Wear Stethoscopes**
Celebrating CHA's "Audrey's" of Today

Campaign Genesis

Audrey's Children tells the untold true story of a hidden figure in medicine, who transformed cancer care in the 60s and 70s, when women couldn't even get credit cards in their names. Despite insurmountable obstacles, she went on to develop the first ever staging system for Neuroblastoma, saving countless lives. Her groundbreaking work with patients was matched by her strides in research, creating some of the first global research groups, intimately understanding that teamwork is crucial to cures. Simultaneously, when she realized families of sick children had finite resources for long-term stays, she dreamed up the idea of a home away from home for families to stay for free... The Ronald McDonald House Charities. 50 years later, her vision now helps millions of families around the world. Her impact, undeniable and incalculable. Yet, many have never heard her name - Dr. Audrey Evans.

The film, *Audrey's Children* starring Natalie Dormer (Game of Thrones) and set to be released in theaters across the United States Spring 2025, is determined to bring Audrey out of the shadows and into mainstream culture. As Dormer says, "The world deserves to know of Audrey Evans... Audrey Evans deserves for the world to know about her."

And not just Dr. Audrey Evans - but all "Audrey's" who have followed in Dr. Evans' footsteps in medicine. Audrey broke down doors, so others could march through them – charting their own course and paving the way for future "Audrey's" to follow. These women are the unsung heroes of today who deserve to have a spotlight shined on them for all the world to see.

The team behind *Audrey's Children* is determined to do just that.

Campaign Overview, How it Works

Selecting the "Audrey's"

Each hospital within CHA is encouraged to select the "Audrey" within their organization – aka, a female leader in the industry who has made groundbreaking strides in medicine, and whose impact will be felt beyond their tenure. These trailblazing women will then be shared with the *Audrey's Children* team, to be profiled throughout the film's year-long release campaign.

The "Audrey's" should satisfy the following guidelines:

- 1) This individual is outstanding in her field of work.
- 2) She has taken an innovative, and at times, 'outside the box' approach to professional endeavors, and her unconventional thinking has led to groundbreaking work.
- 3) The impact she has made is both tangible (in the patients she cares for) and intangible in the lasting impact she will leave.
- 4) She is committed to mentoring others and "sharing" the knowledge she has garnered in her career.

Bonus

- She's the first to do what she does.
- She has received accolades for her work.
- She supports other women in the field of medicine.

Details to share with Audrey's Children

The individual hospitals will share their "Audrey" with *Audrey's Children* by **February 7, 2025**. Hospitals will be responsible for sharing the following information to CHA@audreyschildren.com & CC **Erin Fernandez** at Erin.Fernandez@childrenshospitals.org. In the email please include:

- The name of the hospital in the subject line
- Name/professional title of the selected trailblazer
- Years working in the field
- A list of any awards and/or notable achievements
- 2 high-res headshots to choose from
- A signed appearance release form (provided by *Audrey's Children* company, AC FILM)
- A statement from the hospital summarizing WHY this individual is selected as their "Audrey."
- A response to these prompts from the winner themselves:
 - Dr Audrey Evans inspires me because _____
 - I want my legacy to be _____

Audrey's Children will provide the "Audrey's" with the following:

- Social media assets for promotion (e.g. suggested copy, film trailer, special imagery, other video and/or photo assets, etc.)
- A free virtual screening of the film (after its theatrical release), with exclusive content and a Q&A with member(s) of the cast and/or crew.

Spotlighting the Audrey's

Further, *Audrey's Children* is committed to spotlighting all 200 of these incredible women throughout the course of 2025. The filmmakers will do this through:

- Designated social media posts
- Host a landing page on www.audreyschildren.com that spotlights all honorees.
- Speak about the initiative and/or the honorees + collaboration with the Children's Hospital Association in press interviews when applicable.

**Disclaimer* Audrey's Children has the right to review the selected individuals and request a replacement honoree, in the event it's determined that the selected individual fails, refuses or neglects to govern their conduct with due regard to social conventions and public morals, or commit any act that a reasonable person would believe brings themselves, the hospital, or Audrey's Children into broad public disrepute.*