



Heroes with Heart Program Overview

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Children's Medical Fund Brings Superheroes to Local Hospital in New "Heroes with Heart" Program

October 18, 2017 (Syosset, NY) – Children's Medical Fund (CMF) launched a new program initiative this year, "Heroes with Heart" with their kickoff event at Cohen Children's Medical Center, of North Shore LIJ.

With varying sponsorship opportunities available, donors were able to donate superhero themed toys for superheroes to distribute to children during the hospital visits. Donors were also able to donate 1-6 superheroes to visit children in the hospital. Prior to the launch, the program raised a grand total of \$38,000 at a pre-event golf outing for CMF. Rubies Costumes also made a donation to the event, donating a variety of popular superhero costumes to be worn during hospital visits.

Six superheroes, including Spiderman, Iron Man and Wonder Woman visited Cohen Children's Medical Center late summer with a cart full of superhero toys to meet and speak with children.

Gina Segreti, Executive Director commented, "We here at CMF are excited to have so much support from our amazing donors to have raised nearly \$40,000 for the launch of our Heroes With Heart Program! Our first superheroes hospital visit was an outstanding success. It is our mission at CMF to not only support vital programs and equipment at the children's hospital, but also to bring smiles to the faces of the young patients, and their families, which we work tirelessly to do. Our efforts were rewarded greatly witnessing the joy as the children got to meet their favorite superheroes. The parents were just as excited and were so happy to see how excited their children were. The entire event is a great reminder that when we help each other, we are all superheroes. We will do many more events like this in the near future."

CMF also funds an organization called "Child Life" within Cohen Children's Medical Center, which brings activities and fun to the children admitted to the hospital, for children who can and cannot leave their rooms. Children are given coloring books, video games, interactive games, toys, movies and more in order to make their stay less scary and more comfortable.

To learn more and donate to the program, visit www.cmfny.org/heroes.

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About Children's Medical Fund:

Children's Medical Fund of New York (CMFNY) is a volunteer-driven, non-profit organization formed in 1966 by a group of concerned volunteers, parents, pediatricians and community leaders who recognized the urgent need for a children's hospital in the New York metropolitan area. Visit www.cmfny.org for more information.

Contact:

Gina Segreti
Executive Director
Children's Medical Fund of NY
300 Robbins Lane • Syosset, NY 11791
Office: 516.624.1981
Cell: 516.474.3670
www.cmfny.org