



Black Friday. Cyber Monday.  
**#GIVINGTUESDAY™**  
November 28, 2017

Using laughter for good.

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### For Immediate Release

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\*\*\* MEDIA ALERT\*\*\*

Nov 27, 2017

For Planning Purposes Only

## Healthy Humor and Children's Hospital of Philadelphia Celebrate the Arrival of "Red Nose Docs" with a PARTY on #GivingTuesday, November 28, 2017!

**Who:** **Red Nose Docs**, staff of Children's Hospital of Philadelphia (CHOP), and the children, patients and visitors of CHOP

**What:** A Kick-Off Party, with crafts, entertainment, magic, puppets, face painting and other fun activities for all ages

**Where:** Children's Hospital of Philadelphia, Main Atrium, 3401 Civic Center Boulevard, Philadelphia, PA 19104

**\*Parking is available on Osler Circle**

**When:** Tuesday, November 28, 2017, from 1 to 3 PM

**Why:** On #GivingTuesday, the global day of giving, **Healthy Humor**, the nonprofit, performing arts organization whose performers create moments of joy, wonder, laughter and comfort for hospitalized children and all others who are most in need, celebrates the launch of the **Red Nose Docs**, its flagship healthcare clowning program, at Children's Hospital of Philadelphia (CHOP), the oldest pediatric hospital in the United States. The Red Nose Docs program at CHOP is made available through a generous partnership with Moose Toys, the Australian-based toy design, development and distribution company. This fall, CHOP joins 11 other pediatric hospitals across the country that are part of the Healthy Humor family.

**Your coverage is invited.**

## About Healthy Humor

Healthy Humor, a 501(c)(3) non-profit organization, was founded in July 2016 by three alumni of the Big Apple Circus Clown Care program with more than 60 combined years in healthcare clowning: Dina Paul-Parks (CEO), Karen McCarty (Artistic Director) and Deborah Kaufmann (Director of Training and Education). The aim of these three was to build on the 30-year legacy of Clown Care, the program created by Michael Christensen, co-founder of the Big Apple Circus and creator of healthcare clowning. Healthy Humor now employs more than 50 performers making 'clown rounds' in pediatric facilities across the country.

Children in pediatric hospitals often feel fear, anxiety, sadness and isolation. Healthy Humor's flagship program, Red Nose Docs, offers the magic of healthcare clowns to help alleviate the stress of a hospital stay for young patients and their circle of caregivers. Using an array of circus and theater skills, professional, specially-trained performers work in teams of two to create spontaneous, joyful encounters, reintroducing play and fun as natural parts of life. The program currently operates in 11 other hospitals across the country: Yale-New Haven Children's Hospital, Saint Barnabas Medical Center (Livingston, NJ), Memorial Sloan-Kettering Cancer Center, Bronx-Lebanon Hospital, Harlem Hospital, Jacobi Medical Center, Johns Hopkins Children's Center, Children's National Medical Center, Nicklaus Children's Hospital (Miami, FL), La Rabida Children's Hospital (Chicago, IL) and Children's Hospital of Orange County (CHOC). For more information, please visit [www.healthyhumorinc.org](http://www.healthyhumorinc.org).

## About Moose Toys

Moose Toys is a global organization that prides itself on innovation, design and quality in the business of making children happy. Founded in Australia, Moose Toys has offices in Melbourne (HQ), Hong Kong, London, and Los Angeles. The award-winning company is known for developing, designing and distributing toy and lifestyle products around the globe for children of all ages and the young at heart. The Moose teams work end-to-end from product design and development right through to market, enabling the company to create and launch innovative brands that reach their target audience in a fun and impactful way that gets results.

Through the Moose Foundation, Moose Enterprise strives to extend its mission of making children happy in the wider community through philanthropic initiatives that positively make a difference to the lives and well-being of children less fortunate. We are a key financial contributor to The Humour Foundation. The Humour Foundation is dedicated to making thousands of sick children smile with the involvement of Clown Doctors that spend their weeks visiting hospitals to spread the joy and ignite laughter. After all, laughter is the best medicine. For more information, please visit [www.moosetoys.com](http://www.moosetoys.com).