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**BUILDINGS ACROSS THE COUNTRY JOIN ST. JUDE CHILDREN'S RESEARCH HOSPITAL®  
FOR FOURTH ANNUAL *THANKS AND GIVING*® CAMPAIGN, ASKING AMERICA TO HELP SAVE  
CHILDREN'S LIVES WHILE SHOPPING FOR THE HOLIDAYS**

*National campaign to support the life-saving mission of St. Jude to find cures for desperately ill children in communities everywhere*

**(NEW YORK, N.Y. – November 26, 2007)** –For the first time ever, five buildings in five cities across the country will illuminate in bright green to support St. Jude Children's Research Hospital's ongoing search for cures for cancer and other catastrophic diseases as the hospital kicks off its annual *Thanks and Giving* campaign. La Salle Plaza in **Minneapolis, Minn.**, One Woodward Avenue in **Detroit, Mich.**, One Financial Plaza in **Providence, R.I.**, One Madison in **New York, N.Y.**, and Brooklyn Borough Hall in **Brooklyn, N.Y.** will light up during the week of November 26.

These buildings are part of an unprecedented coming together of retail and corporate partners, media and celebrities, who are asking everyone to join them in supporting St. Jude's groundbreaking medical research that benefits children in communities across the country and around the world. St. Jude, the nation's leading children's medical research hospital, is the only pediatric cancer research center that pays for all treatment not covered by insurance, regardless of a family's ability to pay. Eighty-five cents of each dollar received goes directly to research and treatment.

Now in its fourth year, the *Thanks and Giving* campaign was created by award-winning actress and St. Jude National Outreach Director Marlo Thomas and her siblings, Terre and Tony Thomas, the children of hospital founder Danny Thomas. The campaign encourages customers to "Give thanks for the healthy kids in your life, and give to those who are not."

These buildings join a team of celebrities including Jennifer Aniston, Bernie Mac, Robin Williams, Ray Romano, Reggie Bush, and Antonio Banderas, as well as the National Football League, and 50 of the nation's leading brands and most respected companies and their customers as they help St. Jude to fulfill its mission of saving the lives of children. Some of these buildings are located in cities that are also the corporate headquarters of key *Thanks and Giving* partners Domino's (Detroit), Target (Minneapolis) and CVS/pharmacy (Providence), which are returning partners of the campaign and targeted to raise more than \$1 million this season.

"I am so proud that these buildings are joining the *Thanks and Giving* campaign to support St. Jude," said Marlo Thomas.

- **La Salle Plaza in Minneapolis, Minn.**, owned by Zeller Realty Group (<http://www.zellerrealty.com>), is a 30 story office building located between LaSalle Avenue and Hennepin Avenue, and visible from nearby expressways, and mass transit. On Nov. 26, 27, 28, 29 and 30, green spotlights will illuminate the building's top section, which is made of Minnesota limestone.
- **One Woodward Avenue in Detroit, Mich.** is illuminating its top section—the "cube"—in green lights on Nov. 26, 27, 28, 29 and 30. Built in 1961 of pre-cast concrete and glass and standing 430 feet with 26 stories, One Woodward Avenue was designed by Minoru Yamasaki Associates as the forerunner to the World Trade

Center in New York City. Located at the corner of Woodward Avenue and Jefferson Street, One Woodward Avenue has direct visibility from the Detroit River.

- **One Financial Plaza in Providence, R.I.** is a 28 story office building made of steel and Italian Travertine Marble with views of the downtown Financial District, Providence Place Mall, the East Side of Providence and a view down the Providence River toward the new I-195 bridge. Bounded by Westminster and Exchange Streets and Kennedy Plaza, the building stands 408 feet above ground level with a designed weight of 100 million pounds. On Nov. 26, 27, 28, 29 and 30, green lights will illuminate the top of the façade.
- **One Madison Avenue in New York City, N.Y.** was first built in 1908 and subsequently expanded in 1956 to occupy an entire city block. It sits directly across from the famous Madison Square Park and is an iconic building and centerpiece of Midtown South. Designed by Napoleon Le Brun as the headquarters of Metropolitan Life Insurance Co., the building was once recognized as the tallest in the world. Best known for its Clock Tower, One Madison will illuminate the Clock Tower in green from Nov. 26 through Nov. 30 in support of Thanks and Giving. One Madison is currently occupied by Credit Suisse and the Clock Tower is owned by Africa Israel.
- **Brooklyn Borough Hall in Brooklyn, N.Y.** will illuminate the front façade of its Greek Revival style structure and dramatic staircase, all of which is made of Tuckahoe marble, on November 26 and 27. The building, located at Cadman Plaza, is visible from one of Brooklyn's main arteries and was once the site of Brooklyn's City Hall before New York City consolidated in 1898.

#### **Ways consumers can support *Thanks and Giving*:**

- **Shop** where you see the St. Jude *Thanks and Giving*—a magnifying glass set against bright green background, which symbolizes the ongoing search for cures. Visit [www.stjude.org](http://www.stjude.org) for a complete list of participating companies.
- **Add a donation** at the check-out counter at select stores.
- **Purchase** specialty merchandise at participating companies to benefit St. Jude.
- **Donate** online at [www.stjude.org](http://www.stjude.org), or by calling 1-800-4STJUDE. Make a donation in memory or honor of a loved one and receive a special *Thanks and Giving* holiday tribute card of your choice.

#### **About St. Jude Children's Research Hospital**

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded in 1962 by late entertainer Danny Thomas, St. Jude has treated children from across the country and around the world.

- No child is ever turned away because of a family's inability to pay.
- St. Jude covers all costs for treatment and is the only pediatric cancer research center that pays for travel, lodging and food for patients and a family member.
- Eighty-five cents of every dollar received goes directly to research and treatment.
- St. Jude has increased the survival rate of the most common form of childhood cancer, acute lymphoblastic leukemia (ALL), from 4 percent when the hospital opened to 94 percent today.
- Every breakthrough at St. Jude is freely shared with the scientific and medical community worldwide. That's why St. Jude is called the "hospital without walls."
- St. Jude is the epicenter for pediatric brain tumor research and has one of the largest sickle cell disease programs in the country.
- St. Jude discovered a way to lessen side effects, making radiation treatment more effective for virtually all cancers.
- St. Jude follows the progress of its patients long after they leave the hospital, providing related follow-up services, advice and assistance at no charge to the patients.

More information is available at [www.stjude.org](http://www.stjude.org), where visitors can view the celebrity spots, learn about the corporate partners, buy unique merchandise designed by the patients at St. Jude and meet some of the patients.

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