



# DIVOT DIGEST

TOURNAMENT NEWS



Official Event

September 25 - October 2, 2011



Shriners Hospitals for Children®

Hole # 4 August /September 2011

This year, we are taking to heart our slogan, "More Than Just a Golf Tournament," with more than 20 events over 10 days. Many of these events showcase the life-changing care provided by Shriners Hospitals for Children to kids here in Las Vegas and across North America. Some view this tournament as an opportunity to see their favorite celebrities tee it up with the biggest names in golf. Others see it as an excuse to get out of the office and connect with business colleagues on the greens. Here at the Justin Timberlake Shriners Hospitals for Children Open, we see it as an opportunity to educate our community about the amazing work of the healthcare providers at Shriners Hospitals for Children. In this Divot Digest, we'd like to introduce to you Shriners Hospitals for Children Patient Ambassadors for 2011-2012, Alissa Perkins whose life was forever changed after visiting our Youth Clinic a few years back, and Kate Hickman, a brave 13 year-old patient from Houston, Texas.

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## SHRINERS HOSPITALS FOR CHILDREN PATIENT AMBASSADORS 2011-2012 ALISSA PERKINS & KATE HICKMAN



Shriners Hospitals for Children®

representatives of the Las Vegas Zelzah Shriners. A short year later, Alissa underwent two surgeries at

On Sunday, October 11, 2009, Alissa Perkin's life changed forever. Born with fibular hemimelia, a condition in which her fibula was underdeveloped and short in length, Alissa's parents, Mark and Tara, were faced with a decision no parent should have to make; to lengthen the leg with metal rods and screws or amputate. Tara's great Grandmother suggested that Mark and Tara look into Shriners Hospitals for Children as Tara's great grandfather was a Shriner. So Mark and Tara brought Alissa to the Justin Timberlake Shriners Hospitals for Children Open Youth Clinic.

Once they arrived, Mark and Tara, met Katie Walker, a former Shriners Hospitals for Children patient and patient ambassador with a similar condition as Alissa. After speaking with Katie about her experience with the health care system, Alissa's parents decided to proceed with amputation of the lower leg, and made arrangements for care through

Shriners Hospitals for Children - Los Angeles, received her first prosthesis right before her first birthday and was walking one month later.

Last year, on October 17, 2010, the first annual Goodie Two Shoes Rockin' Walk kicked off Tournament week. Friends from across the Las Vegas Valley gathered at TPC Summerlin and walked a 1 mile, 2.5 mile, or 5 mile course to raise money and collect new shoes for Goodie Two Shoes, which offers disadvantaged children the opportunity to shop for a new pair of shoes and pack of socks. Because Alissa had been cared for by Shriners Hospitals for Children and was walking with the



Story Continued on Page 4:

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## Dine for a Cause with Justin Timberlake Shriners Hospitals for Children Open at BJ's Restaurant and Brewhouse, Sept. 8

**Tweet it:** The @jtshrinersopen team invites Las Vegas to dine for a cause and support @shrinershosp at @BJSRestaurants in Summerlin, Sept. 8. Join the Justin Timberlake Shriners Hospitals for Children Open team to dine for a cause on Thursday, Sept. 8 at the Summerlin location of BJ's Restaurant and Brewhouse.

BJ's Restaurant and Brewhouse is donating 15 percent of food and non-alcoholic beverage sales for the evening to the Shriners Hospitals for Children in celebration of the upcoming Justin Timberlake Shriners Hospitals for Children Open. Guests will enjoy the delectable fare and entertaining atmosphere while supporting the healthcare system's mission to provide specialty pediatric care, innovative research and outstanding teaching programs. Tickets for the tournament will also be available for purchase, including weekly passes to tournament grounds and the Hill, TPC Summerlin's hospitality venue overlooking the 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> greens.

The BJ's Restaurant and Brewhouse in Summerlin is located at 10840 W. Charleston Blvd. Guests must present the fundraiser event flyer to server to use for dine-in or take-out from 11 a.m. to 9 p.m. For call ahead seating or additional information, call 702.852.2300.

**Don't forget the flyer!**

Valid All Day from 11:00am-9:00pm!



## Fundraising Never Tasted So Good.

Meet your friends and family at BJ's and enjoy our delicious flavors while earning funds in support of:

**Justin Timberlake Shriners Hospital for Children Open**

**DATE:** Thursday, September 8, 2011

**TIME:**

**BJ's Restaurant & Brewhouse, Summerlin**

10840 West Charleston

702.853.2300

PLEASE PRESENT FLYER TO SERVER AND BJ'S WILL DONATE

**15% OF FOOD SALES TO YOUR ORGANIZATION.**

**CALL AHEAD SEATING & ONLINE ORDERING AVAILABLE**

Valid for dine-in or take-out. Not valid towards alcoholic beverages or happy hour specials. Please do not distribute flyers on-site during the event.

[WWW.BJSRESTAURANTS.COM](http://WWW.BJSRESTAURANTS.COM)

Visit Our Website [www.JTShrinersOpen.com](http://www.JTShrinersOpen.com) Watch our Videos [www.youtube.com/JTShrinersOpen](http://www.youtube.com/JTShrinersOpen)





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## Volunteer Spotlight

### Supply Distribution

Do you want to be the hero that saves the day? We need you to help us deliver things around the course! Each day, programs, pairings guides, refreshments and other important supplies need to be distributed to various venues around the course, including the skyboxes, M Life Players Club and the starter boxes for players. Not only do you get to see all the action around the course, you might even get to cruise in one of the few Supply Distribution Golf Carts!

Help us provide the fans and players with everything they need during Tournament week!

Some heavy lifting required.

To volunteer to be a Supply Distribution volunteer or to explore other volunteer opportunities, please visit [www.jtshrinersopen.com](http://www.jtshrinersopen.com) and click the "Volunteer" bubble.

For questions or more information, please contact Donna Millwood: 702-589-4945  
DMillwood@jtshrinersopen.com



## Shriners Hospitals for Children Straightens Things Out

On Tuesday, July 19th, 2011, Shriners Hospitals for Children-Salt Lake City joined us in an evening reception where supporters and friends came to share their passion for the care provided by the Shriners Hospitals for Children. Chief of Staff, Jacques D'Astous M.D. gave a moving presentation on the care his team provides to infants with scoliosis. Using a halo turnbuckle procedure, doctors place young infants and children in plaster and fiberglass casts that keep the spine from curving and twisting as the child grows. Each child has different needs during casting, so Dr. D'Astous and his team created a specialized table that suspends the child in midair allowing complete access for casting. This table also allows the child's spine to be gently twisted and manipulated to achieve the straightest alignment possible before casting. Children are typically in each cast for three months and the process continues until the maximum correction is achieved.



Although hospitals and procedures such as this one can be scary for children and their families, patients of Shriners Hospitals for Children are excited to return to see their friends and caretakers; some not wanting to leave the hospital. It is a great comfort for parents knowing their children are receiving the finest care available in a place their children feel safe and loved.

Excerpts from this article are from *Leaders in Care-Salt Lake City*. Vol. 2, No. 2 Summer 2011. For a copy of *Leaders in Care-Salt Lake City*, call 813-281-0300

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## Event Spotlight

### Brad Garrett Hosts After Play Entertainment

Come early, and stay late! This year, the Justin Timberlake Shriners Hospitals for Children Open is hosting two after play parties in The Hill on Wednesday, September 28 and Sunday, October 2. Rock your way up to The Hill once the last putt drops on Wednesday and Sunday to enjoy complimentary signature drinks.

Wednesday, Brad Garrett will be hosting the **Ciroc Perfectly Smooth Soireé** in The Hill, offering complimentary Ciroc Vodka drinks made exclusively for guests.

Sunday, Nolet will host the **Toast the Champion** party in celebration of the 2011 Justin Timberlake Shriners Hospitals for Children Open Champion. Each night, live performances will rock the crowd until long after the putt drops.

All guests will be invited up into The Hill immediately following play for the event, but we encourage everyone to upgrade your badges to a The Hill Wednesday and Sunday badge to claim your seat in one of the leather couch lounges before all seats are taken!

The Justin Timberlake Shriners Hospitals for Children Open is September's Vegas hot spot. Don't let your friends tease, "You should have been there!"



## Corporate Volunteer Program

This is your chance to volunteer at the Justin Timberlake Shriners Hospitals for Children Open alongside co-workers and friends. Join the Corporate Volunteer Program where you and your company will have the chance to become Tournament Marshals. Marshals help to manage the flow of spectators during the Tournament, ensure the continuity of play, gallery safety, and the safety of the PGA TOUR professionals. Marshals assist with keeping spectators behind the ropes and players and officials inside the ropes while promoting proper golf etiquette to the spectators. Volunteers are stationed at numerous locations on each hole and training is provided.

As part of the Corporate Volunteer Program, your organization will be assigned a specific hole to marshal. This provides a great opportunity for team-building and a chance for your company to take "ownership" of that hole. In order to marshal a hole effectively, your company will need to gather a minimum of ten (10) volunteers per day and be available Thursday through Sunday of Tournament week. The Tournament will provide special recognition of your corporation with signage stating "THIS HOLE MARSHALED BY (YOUR COMPANY)."

For more information on the Corporate Group Volunteer Program or general volunteering, please contact Donna Millwood:  
DMillwood@jtshrinersopen.com or call (702) 873-1010

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## AMBASSADOR *CONTINUED FROM PAGE 1*

assistance of a prosthesis, Alissa and her family took the lead and led all participants around the course.

Five years ago, Kate Hickman, then 8, sustained second and third degree burns on 45 percent of her body when a candle flame ignited the hem of her dress. Kate's father rushed her to a local hospital in Houston, Texas. The emergency room staff there did not feel able to give Kate all the care she needed, so they referred her to Shriners Hospitals for Children—Galveston, a hospital noted for expertise in pediatric burn care. Kate underwent multiple skin grafts and reconstructive surgeries to improve her condition. She also received extensive physical therapy and was able to regain full range of motion. Today, Kate is an energetic student who enjoys singing, acting, and participating in sports.

On Wednesday, July 6, 2011, Alissa and Kate were named the two National Patient Ambassadors for Shriners Hospitals for Children 2011-2012. at the Imperial Session of Shriners International in Denver, CO. Their stories premiered in the Shriners Hospitals for Children patient success video, "A Tale of Two Patients," which features Alissa and Kate's journeys with Shriners Hospitals for Children and the young girls' strength and courage throughout the process.

Both Alissa and Kate will join us at various events Tournament Week to share their incredible journeys with us in support of the Shriners Hospitals for Children.

It is heartwarming knowing that because of our youth clinic, a child's life was changed forever. Stories like this one reaffirm our passion in presenting the Justin Timberlake Shriners Hospitals for Children Open to Las Vegas and the world.

**Congratulations, Alissa and Kate! We are glad to have you and your families as part of our Tournament Family.**

To watch "A Tale of Two Patients," please visit [www.youtube.com/jtshrinersopen](http://www.youtube.com/jtshrinersopen)



## Ticket Information

What are you waiting for? Hurry up and purchase your ticket to the Justin Timberlake Shriners Hospitals for Children Open! With just a few clicks, you and your family can enjoy a week on the golf course, watching some of the world's best golfers teeing it up competing for their chance to win a portion of the \$4.4 million purse.

Tickets are still available, but buy now before the price goes up at the gate!

- Daily Grounds: \$20
- Daily The Hill:\$30
- Weekly Grounds: \$80
- Weekly The Hill: \$110
- Weekly Clubhouse:\$175
- Purchase Tickets Online at [www.jtshrinersopen.com](http://www.jtshrinersopen.com)