

TITLE: SANTA'S HELPERS
MEDIUM/LENGTH: VIDEO/:30
PAGE: 1 OF 2

VISUAL: INT. HOSPITAL REC ROOM – DAY

VISUAL: SANTA (70s) sits on a folding chair. His cap has a blue (rather than a white) ball, the traditional red portion, and the normally white trim is striped: red, black, and green. Eight PEDIATRIC CANCER CHILDREN, of all ethnic backgrounds wearing pajamas, sit in a semicircle of plastic chairs around him. A GIRL (8) stands next to him.

GIRL: (8) ...the bike has to be yellow.

SANTA: Like a canary?

VISUAL: She nods, smiling wide, as she practically bounces to a chair next to her Friends.

VISUAL: The last child – a baldheaded BOY (5) walks gingerly up to Santa.

SANTA: And what do you want for Christmas or Hanukkah, young man?

VISUAL: The Boy sighs. Leans shoulder-to-shoulder up against Santa, who puts a supportive arm around the Boy's chest.

BOY: The 'only' thing I want for Christmas and Hanukkah is to get better and feel better.

VISUAL: The other Children nod. Somberly:

GIRL: (8) I changed my mind, that's what I want for Christmas, too.

BOY: (10) Same for me.

GIRL: (7) And me.

CHILDREN: And me.

VISUAL: Santa wipes away a tear.

VISUAL: The children huddle around:

MARLO

THOMAS: Santa needs your help to deliver the most important gift of all – better health.

JENNIFER

ANISTON: Be a saint. Give freely. Give often. Give.

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MICHAEL

STRAHAN: Help us end childhood cancer. Saint Jude's Children's Research Hospital.

MARLO

THOMAS: Help us end childhood cancer. Saint Jude's Children's Research Hospital.

SUPER: stjude.org

SUPER: [#FindingCuresSavingChildren](#) [#GiveFreelyGiveOftenGive](#) [#SantasHelpers](#)

TITLE: SANTA’S HELPERS
MEDIUM/LENGTH: MAGAZINE AD

[Photo: In a hospital rec room, SANTA (70s) sits on a folding chair. His cap has a blue (rather than a white) ball, the traditional red portion, and the normally white trim is striped: red, black, and green. He has a supportive arm around the chest of a baldheaded PEDIATRIC CANCER PATIENT BOY (5) in pajamas, who stands next to – and leaning against shoulder to shoulder. Santa has a gloved hand wiping a tear away from his own eye. MARLO THOMAS stands behind them.]

“The ‘only’ thing I want for Christmas and Hanukkah is to get better and feel better.”

Santa needs your help to deliver the most important gift of all – better health.

Thanks to you and your tax-deductible contributions, our researchers work diligently like saints in ending childhood cancer – freely sharing results with other researchers.

- Did you know that St. Jude never bills a family for anything – including travel, treatment, housing or food?
- Did you know that treatments invented at St. Jude have increased the childhood cancer survival rate from 20% to more than 80% since St. Jude opened in 1962?

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Be a saint. Give freely. Give often. Give.

Help us end childhood cancer.

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