



## *Shamrocks for Kids*

Tens of thousands of adults and children, decked out in green, line the routes of the Chicago area's major St. Patrick's Day parades ...thousands more purchase products at area Jewel-Osco stores that help benefit Mercy Home... hundreds of volunteers help distribute shamrock pins for donations... 1,500 party-goers enjoy live entertainment and great Irish food at the Chicago Hilton..

When it's St. Patrick's season in Chicago, it's time for Shamrocks for Kids—Mercy Home's multi-channeled, fundraising and awareness campaign to help kids in crisis.

Throughout the entire month of March, Jewel-Osco and Mercy Home encourage everyone in the Chicago area to join together as a community to make a difference in the lives of the young people. Corporate sponsorship and shamrock pin sales are key drivers in raising support for our work through this campaign.

Shamrocks for Kids has grown in each of its 12 years and today utilizes media partnerships, television public service announcements, radio spots, product sponsorship, news coverage, outreach via Mercy Home's web site, and hundreds of volunteers who hit the streets to help us distribute shamrocks.

Today, Shamrocks for Kids extends Mercy Home's message of opportunity and solutions for kids in crisis to more people than ever, including:

- Attendees at the South Side Irish, Downtown St. Patrick's Day and Forest Park St. Patrick's parades
- Shoppers at Chicago area Jewel-Osco stores
- Attendees of all ages at our family-friendly post-downtown parade party at the Hilton Chicago
- A wider, diverse public via televised and radio public service announcements, street banners and media relations

Additionally, helping Mercy Home and its supporting partners deliver its message have been celebrity campaign spokesmen. These have included television and film stars Martin Sheen and Dennis Farina, as well Mercy Home Board of Regents member Bill Rancic, the season one winner of *The Apprentice*, who hosts *In the Loop with i-Village* on NBC.

## Audience Demographics

Shamrocks for Kids offers sponsors with outstanding opportunities for brand exposure to families with children through a wide array of pre-event programs and on-site recognition.

## Past Sponsors

Shamrocks for Kids has been supported by such sponsors as:

- Jewel-Osco
- Kellogg's
- Edy's Ice Cream
- US99.5, America's Country Station
- ABC 7 Chicago
- O'Brien's Restaurant
- American Airlines
- Blue Plate Catering
- Goose Island Brewery
- Pepsi-Co.

Sponsorship opportunities are available. For more information, contact:

Jim Marrese  
312-738-7578  
jimmar@mercyhome.org

## How to Help

There are many ways Chicagoans can support Shamrocks for Kids and join Mercy Home in providing a solution for kids in crisis.

- Be a Shamrock Tag Day volunteer
- Shop at Jewel-Osco and buy participating vendor products
- Join the Downtown Post-Parade Family Celebration at the Hilton Chicago

To help, go to [mercyhome.org/shamrocksforkids](http://mercyhome.org/shamrocksforkids)



SINCE 1887



For more information visit  
us at [www.mercyhome.org/shamrocksforkids](http://www.mercyhome.org/shamrocksforkids)

1140 W. Jackson Blvd, Chicago, IL 60607  
312.378.7560