

## In Plain Sight Marketing

December 11, 2015

# Carson Tahoe Health brightens holidays of Boys & Girls Clubs of Western Nevada members



Is it real? Santa's beard gets a tweak at the Carson Tahoe Health annual Kids Christmas Party.



Children from the Boys & Girls Clubs of Western Nevada hung out with Santa and Carson City firefighters at the Carson Tahoe Health Kids Christmas Party Dec. 10.

What initially began as a holiday party for Carson Tahoe Health employees and their families has grown to include organizations like the Boys & Girls Clubs of Western Nevada through the efforts of the CTH events committee headed by Kayleen Fogleman, director of supply chain management.

CTH provided treats and activities, including decorating enormous sugar cookies, writing letters to Santa, mingling with Carson City firefighters and a visit with Santa at the annual Carson Tahoe

Health Kids Christmas Party in the main hall of the hospital on Thursday.

“We value the Club’s impact on children in our community,” Diane Rush, marketing and communications manager for Carson Tahoe Health, said. “We wanted to help brighten their holidays through a special experience.”

Rush said one year, while reading one of the letters to Santa written by the children, one young boy asked only for warm socks for Christmas.

“This touched our hearts and inspired an outpouring of support from our staff,” Rush said. “We immediately implemented a ‘sock and cozy clothes’ drive as a new tradition in conjunction with the annual children’s party. Giving back to our community has always been a top priority of Carson Tahoe Health, and this is one of the ways that we felt we could make a difference.”

---

Food for Thought is another supported by CTH employees to help local foster children, Rush said.

Katie Leao, chief professional officer of the Boys & Girls Clubs of Western Nevada, said the club is grateful for all that the Carson Tahoe Health system does for the kids each year, through their sock drive and inviting the children to their annual party.

“The kids had a blast spending an evening with Santa,” Leao said. “They like to be out in the community participating as members of the club. They love wearing their shirts and having people ask them where they’re from. It was a nice treat to get out and have some fun.”

©2005 - 2016 Swift Communications, Inc.