Program Overview

A Musical Health Show –

In this lively and informative musical presentation, Slim Goodbody teaches children and families about how their bodies work and how best to take care of themselves. He emphasizes positive choices as the key to leading a healthy life. Songs, dance, props and lots of audience participation make this program a true celebration of life. Wonderful photo opportunities for television and press!

We’re Adaptable

The program can be tailored to meet your health promotion goals. For example, if you want to focus community attention on a new cardiac wing, Slim can highlight the workings of the heart, discuss aerobic exercise and lead the audience in a short workout session. Celebrating the opening of a new children’s wing can lead to songs about safety and accident prevention. Program length can vary, depending upon your needs.

Call Toll Free 1-800-962-7546 for more information, a bio and a demo video.

Slim Goodbody has been entertaining and educating children and families about good health for over twenty years. The star of four public television series, author of ten highly acclaimed children’s books, and a two time recipient of the Parent’s Choice Award, Slim brings his positive message of self respect to audiences around the world.

Slim Goodbody’s TV Programs reach more than 20,000,000 households annually!

---

Case Studies in Health Care

#1 Dedicating a cardiac unit:

At a day long “Heart Fest Celebration” designed to introduce the hospital’s cardiac procedures laboratory, St. Mary’s Hospital Medical Center in Madison, Wis., featured Slim Goodbody.

“We wanted to promote our event and we felt Slim Goodbody was a natural draw,” says the Director of Community Relations at St. Mary’s. “The performances greatly enhanced the entire opening and provided the media with the kind of human interest cover they were after.”

A comparison of free commercial advertising air time attained vs. the cost of purchasing promotional ad time:

<table>
<thead>
<tr>
<th>Television Coverage</th>
<th>Equivalent Ad $</th>
</tr>
</thead>
<tbody>
<tr>
<td>WISCN-TV 10pm News</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>WKDW-TV 10:00 pm News</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>WMTV-TV 10:00 pm News</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Total</td>
<td>$4,800.00</td>
</tr>
</tbody>
</table>

#2 Good health is good fun & time again:

Children’s Hospital Medical Center at Akron, Ohio, has repeatedly sponsored performances of Slim Goodbody as part of its ongoing “Children for Children” program designed to focus community attention on the issues and problems affecting children and their families.

Thousands of children along with their families, attended the performances and each child received a Slim Goodbody sticker and Slim Goodbody Good Health Club Certificate.

“Our objective was to encourage families to become more aware of healthy choices and healthy lifestyles”, says the Director of Marketing for Children’s Hospital.

“Slim Goodbody was very well received by the community and his performances helped us achieve our objective. The media coverage was an added bonus.”

---

All across the country hospitals and health centers have discovered that Slim Goodbody’s unique approach to health promotion works!

A comparison of free editorial print coverage attained vs. the cost of purchasing promotional ad space:

<table>
<thead>
<tr>
<th>Print Coverage</th>
<th>Equivalent Ad $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland Plain Dealer</td>
<td>$2,975.00</td>
</tr>
<tr>
<td>Hudson Times</td>
<td>$285.00</td>
</tr>
<tr>
<td>Talmadge Express</td>
<td>$275.00</td>
</tr>
<tr>
<td>Stow Sentry</td>
<td>$275.00</td>
</tr>
<tr>
<td>The Sugarcreek Budget</td>
<td>$210.00</td>
</tr>
<tr>
<td>Total</td>
<td>$4,400.00</td>
</tr>
</tbody>
</table>

#3 Opening success prompts repeat performance:

Methodist Hospital, located in Lubbock, Texas, hosted performances of Slim Goodbody in conjunction with the grand opening of its Health Fair Store in a neighboring mall, an event which attracted hundreds of viewers.

The success of the performances prompted the hospital to sponsor Slim Goodbody in a return engagement at local Lubbock grade schools where he performed before 1200 students in six assembly programs.

“Slim Goodbody’s unique way presenting guarantees good attendance from both the media and community. His message of good health complements the hospital’s health promotion philosophy,” says the Methodist hospital spokesperson.

“The return on investment has been remarkable.”

The comparison of editorial print and free television coverage attained vs. the cost of purchasing promotional ad space:

<table>
<thead>
<tr>
<th>Television/Print Coverage</th>
<th>Equivalent Ad $</th>
</tr>
</thead>
<tbody>
<tr>
<td>KLBF-TV 10pm News</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>KCBV-TV 10pm News</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Lubbock Avalanche-Journal</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Total</td>
<td>$4,400.00</td>
</tr>
</tbody>
</table>
Our Goal –
To enhance your marketing and promotional efforts.

Our Success –
Is apparent in our reviews!

“Your enthusiasm is contagious during the show and is apparent in the audience participation. The positive messages you convey are sure to remain with the children.”

— Tampa General Healthcare, Tampa, Florida

“Boosting their self-esteem by telling them to be proud of their bodies and giving them the responsibility to care for themselves by leading a healthy lifestyle. I would highly recommend this quality educational program that is as entertaining as it is educational.”

— Miami Children’s Hospital, Miami

“Slim Goodbody was the highlight of our open house festivities. Many families came because their children wanted to see him. And quite a few returned next day bring more friends and relatives.”

— Southwest Washington Medical Center, Vancouver, WA

Slim Goodbody’s
MUSICAL
HEALTH SHOW

Enhance Your
Hospital or Health Center’s Promotional & Marketing Goals

Endorsed by the American Academy of Pediatrics

For
• Health Fairs
• Facility Openings
• Anniversaries
• Special Events

Endorsed by the American Academy of Pediatrics

The Before Tour
Ask about our Operation Preparation Video

Endorsed by the American Academy of Pediatrics

RAVE REVIEWS - NEWSWEEK

For
• Health Fairs
• Facility Openings
• Anniversaries
• Special Events

PRESORT FIRST CLASS US POSTAGE PAID PERMIT 90 MELROSE PARK IL

Slim Goodbody Corporation
P.O. Box 242
Lincolnville Centre, Maine 04850

RAVE REVIEWS - NEWSWEEK

1.800.962.7546

1.800.962.7546