



## Big Green Boxes of Cheer Delivered to Patients at Children's of Alabama

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BIRMINGHAM – Northwestern Mutual of Alabama and Cheeriodicals recently delivered cheer in the form of 330 big green boxes to Children's patients on Valentine's Day. Cheeriodicals are made up of age-appropriate magazines and activity books, room decorations, puzzles, stickers, games and many more goodies for the children to enjoy.



"We were so excited to have Northwestern Mutual of Alabama and Cheeriodicals visit Children's," said Cayleigh Cummings, Coordinator of Children's Miracle Network Hospitals for Children's of Alabama. "We sincerely appreciate Northwestern Mutual for sponsoring a day of smiles. All of our patients were thrilled to receive such special and fun gifts."

After a special delivery to the hospital free of charge by MoveDaddy.com, Cheeriodicals and an enthusiastic team from Northwestern Mutual of Alabama began handing out boxes – which were tailor-made for boys or girls and specific age groups -- to the children along with their families.

"We chose to sponsor this event because of the impact it has in children's lives. The Cheeriodicals provided a much needed laugh and a smile, a break from the momentous struggles they face," said Adam Rhoades,



Managing Partner, from Northwestern Mutual of Alabama. "We even coordinated a team-building event where more than 100 of our employees statewide came together to build the Cheeriodicals themselves to allow our entire team to be a part of this special day for the hospitalized children."

Founded in the Birmingham area, Cheeriodicals is a national, online gift company specializing in an alternative to the traditional flowers and cookie gifts for hospital patients. The concept has since evolved to include gifts for a wide variety of occasions.

Children's of Alabama has provided specialized medical care for ill and injured children since 1911, offering inpatient and outpatient services throughout central Alabama. Last year, families made more than 634,000 outpatient and nearly 14,000 inpatient visits to Children's from every county in Alabama and from 47 other states. With more than 2 million square feet, Children's is the third largest pediatric medical facility in the U.S. and has been ranked among the top children's hospital programs in the country for the past three years by US News & World Report.

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