

JVICED TV

JVICED TV
MADE FOR THE
BY THE KIDS | KIDS
IN HOSPITAL | IN HOSPITAL

**WE EXIST TO (CREATE)
AMAZING MEMORIES
FOR SICK KIDS AND
THEIR FAMILIES**

UNDERSTAND

The health and happiness of our kids comes first

PLAY

We play with positivity and compassion

POSITIVITY

We seek the good in every situation

EQUALITY

We treat all kids equally regardless of their condition

EMPOWER

We empower kids to be creative, learn and try new things



ABOUT THE PROGRAM

Juiced TV is an Australian first entertainment initiative that benefits the health and wellbeing of sick kids and their families in hospital, one episode at a time.

The program began in January 2015 at Queensland's Lady Cilento Children's Hospital. Since then it has directly touched the lives of more than 2,100 patients and their families by improving the hospital journey and creating a unique way for them to engage and communicate with one another.

Every week we create a 25-minute high quality kids TV program, which gives patients and their siblings the chance to star in their own TV show, as they host their own segments or join the junior crew on location at the hospital. The content of each episode ranges from musical workshops, cooking, animal encounters and hospital staff profiles, to giving patients the opportunity to meet their favourite celebrities and go on experiences outside the hospital walls. To date, these experiences and adventures have included swimming with dolphins, red carpet events and going on private behind the scenes tours at major concerts, stage shows and film sets.

Juiced TV is broadcast throughout the Lady Cilento Children's Hospital in each ward via the Patient Entertainment System. Each episode is also made available online via our website and YouTube channel to allow our kids and families to share their amazing memories with others.

We have received a great amount of support from local and international bodies in the past two years. The entertainment, experiences and guest appearances we have offered our kids has included Chris Hemsworth and Tom Hiddleston straight off the set of Thor, Justin Timberlake, and Johnny Depp appearing on the show as Captain Jack Sparrow.

"You have transformed an unappealing hospital experience into one of the best experiences of her life. It takes some pretty special people to turn hospital into a fun place to go for kids who've had so much treatment, while at the same time building their self esteem and confidence and skills. I really can't thank you enough and be supportive enough of everything you do whether it involves Poppy directly or not."

Julie-Anne, mother of 13-year-old Poppy

SINCE JANUARY 2015

161+



episodes have been created and broadcast

2,100+



patients and their families have taken part in Juiced TV filming

100+



experiences outside of hospital walls have taken place

2,621,000+



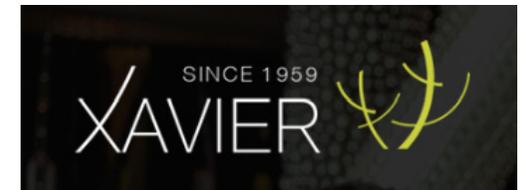
YouTube views



OUR SUPPORTERS

Juiced TV's success has only been possible with the help of our generous supporters. Numerous local and national organisations constantly donate their time, money and resources to help us facilitate incredible experiences for our sick kids. So far, we have received more than \$120,000 worth of in-kind support. Below are just some of the companies who have been key supporters throughout the past three years.

Our program is often supported by Seven, Nine and Ten News broadcasts, and gains much interest from Today Show and Sunrise program producers and viewers. In 2016 alone, Juiced TV generated more than \$3 million dollars in media exposure across broadcast and print mediums, and generated thousands of clicks, shares and views online.



OUR STARS MEET THEIR STARS

A visit to the Lady Cliento Children's Hospital to take part in Juiced TV not only leaves a lasting memory with our brave patients and their families, but positively impacts hospital staff, our guests and many others involved in the process of organising.

Juiced TV has had the privilege of facilitating numerous hospital visits as well as special VIP experiences for patients outside of hospital walls.

Our superstars have interviewed some of the world's top athletes, actors and singing sensations, from Johnny Depp, Chis Hemsworth, and Tom Hiddleston, to Johnathan Thurston, Justin Timberlake, Ronan Keating and Delta Goodrem, with red carpet experiences at the 2016 Logies Awards, Pitch Perfect 3 Premiere, and 2017 ARIA Awards to name a few.



CATE WITH JUSTIN TIMBERLAKE



CHRIS HEMSWORTH & TOM HIDDLESTON WITH KOEN



HUGO WITH THE WALLABIES



MORGHANA WITH RONAN KEATING



TIANA ON THE ARIAS RED CARPET



MACKENZIE WITH REBEL WILSON



WHAT'S NEXT

The dream driving Juiced TV is to improve the hospital journey for sick kids and their families across Australia.

In 2018 we take our first step towards expansion through our 'Juiced Box' mobile app. The 'Juiced Box' will allow patients in regional hospitals throughout Queensland to have access to a library of episodes, have their say in program content, and eventually allow them to film their own segments for inclusion in the show.

We are also looking forward to making the program possible in every major paediatric hospital, connecting patients and families throughout the country.

"Thank you both for including Mackiee, she has been on cloud 50 sharing everything. Being able to participate in Juiced TV helps distract her and has been a God-send."

We are so thankful for the awesome work you do, including all children - it helps bring a shining light amongst some long dark days on their hospital journeys."

Raelene, mother of 15-year-old Mackenziee

Mackenziee at the world premiere of Pitch Perfect 3

THANK YOU FOR HELPING US GIVE SICK KIDS BACK THEIR CHILDHOOD

"During my time as the Executive Director of Nursing at LCCH, it was important to ensure we provided a positive, healthy culture and environment for staff and patients.

The novel approach of an in-house TV show to engage kids and families distracts from current circumstances, enhances personal social skills, communication skills, builds self esteem and encourages enthusiasm as the kids genuinely look forward to participating.

Juiced TV is an innovative, novel patient and staff centred approach to value what they do, recognise what they do and celebrate our work.

I encourage and advocate continued support of Juiced TV."

**Shelley Nowlan, Chief Nurse and Midwifery Officer,
QLD Health**



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