

Promotional Brochure: SAM Building Banners

Description:

Our physical presence just three blocks from the Children’s of Alabama campus (where we serve children and families in the Pediatric Hematology/Oncology Unit and Outpatient Clinic) is a tremendous asset for Smile-A-Mile. Smile-A-Mile Place is located in what has become a vibrant downtown area of Birmingham. Within two blocks of SAM Place is Red Mountain Theatre Company (a large nonprofit theater organization featuring live plays and events), Regions Field (home of the Birmingham Barons), the Negro Southern League Museum (celebrating Negro League baseball), Railroad Park (an 18-acre award-winning urban green space in the heart of Birmingham) and countless coffee shops and restaurants. With foot traffic at an all-time high around SAM Place, in September we used our windows to promote our work and Childhood Cancer Awareness Month. Featuring life-size pictures of SAM children and families, we incorporated our “We Fight With” campaign branding incorporating the gold ribbon. Ten unique banners (measuring 3 feet by 7 feet) were displayed throughout the month of September.