



Leopoldinna and Continente

As the objective of the Red Nose Operation is to expand to all the hospitals in Portugal, it was perfect when one of Mónica and Rute's marketing friends called and proposed a Christmas campaign for the Continente, a big supermarket chain in Portugal to raise these funds specially for opening a program in the North. They have a small bird-like cartoon character called "Leopoldinna" At Christmas she is on every TV ad and they advertise Toys and all Christmas sales. So what they did was make a CD of the Enchanted Magical Toyland in song. Leopoldinna sang a song about the Doctor Clowns. All the stores had big displays with our images, with the clowns, with information about the hospital clowns. They did TV spots that were filmed. We were on TV for about a month. It was fabulous. They sold 120,000 CDs. We received 100,000 Euros (approx US\$120,000). This campaign allowed us to open the program with three doctor clowns in two hospitals in the North.



Portuguese Electric Company sponsored a Mini Marathon Run. They asked us to be there. And everyone who signed up to run collected money for the Clown Doc program. At the event we were at the finish line and we were the "official judges." We gave out water and stuff. It was really fun, but it was a terrible rainy day. The Electric Company was really happy because they said that if the clown hadn't been there it would have been a total failure. Clowns had big umbrellas The race was a couple of blocks so the clowns went with them. The children all got red noses at the end. There was supposed to be 5,000, but because of the rain there was only 500. For us it was

a plus because it accentuated our presence. Because in the middle of a bad situation they are going 'oh no' but we saved the day. We had ten volunteers putting red noses on all the kids who got to the final line

You've been nosed! (At the finish Line)



Friends of Operation Red Nose

from *Beatriz Quintella*

Membership

We opened up the organization to membership. So everyone can pay a yearly membership of 50 Euros and be a member - A Friend of Operation Red Nose.

Adopt a Clown

The company pays the costs of a clown in the hospital for a year. The money goes through the organization for salary and expenses.

Red Nose Club

This idea came about as we have sponsors who contribute different amounts of money and different services. We wanted everyone to be included as "our friends." For example, the hotel where Shobi did the workshop offered us the space free. That is a donation, so they now belong to the Red Nose Club. Every company that gives us services (hotel, media contacts, organizers, lawyers, they all belong to the Red Nose Club.) We put there names in our newsletter on our website and list them as friends and we offer them humor workshops. And every year we do a public appreciation celebration.

Our gifts to our Friends

At Christmas time we pull together everyone, organizing a fun choir that goes caroling into the hospitals. We would also give a gift to the nurses, doctors and educators. Just a little token - a big "red- nose like" Christmas ornament, a stress ball in the shape of a heart etc. We also go caroling to a couple of other companies that also work hard to help keep the program going. It is great fun and helps showing our appreciation. Shobi's workshop on "Finding Your Inner Silliness" was also a gift to the Friends of The Red Nose Operation. "It was our great hit for this summer!"

--*Bia Quintella*

Red Nose Operation Website: <http://www.narizvermelho.pt/>