



Children's of Alabama®

# Publix 2018 Campaign Summary

Every \$ raised locally through  Children's Miracle Network Hospitals campaigns, signature events and partners goes directly to  Children's of Alabama® to provide the best  care possible to  from across  and the Southeast by funding patient care, research and advocacy.

## PUBLICITY HIGHLIGHTS

The 2018 Publix Children's Miracle Network Campaign was highlighted online and in social media.

Reach: **9,534**

Engagement: **173**

Likes: **129**



## CAMPAIGN HIGHLIGHTS:

Amount raised  
**\$404,806.44**

Donations **increased by 16%** from 2017

**57** Publix locations participated

Top store in Atlanta Market: **Store 882**  
The Village at Lee Branch, 410 Doug Baker Rd.  
Birmingham, AL

Top store in Jacksonville Market: **Store 1402**  
Park Place, 847 Boll Weevil Circle  
Enterprise, AL

## BRAYDEN "BB" BUTLER

Brayden (BB) Butler, age 12 serves as the 2018 Local Children's Miracle Network Hospitals Champion for Children's of Alabama.

BB was training in hopes of reaching the amateur national motocross championship when he fell on his head, causing a lesion on his brain with a hemorrhage. He was airlifted to Children's where his neurologist determined the location of the bleed had severely impacted the left side of his body. He had to relearn how to walk, talk, and perform other simple tasks like brushing his teeth through inpatient speech therapy, physical therapy and occupational therapy.

While doctors said he may have to leave the hospital in a wheelchair, BB was determined to walk out of the hospital, which he did with the assistance of a cane. After leaving the hospital, he was released to play sports again after about six months of outpatient therapy. He is back to being almost as active as ever, participating in sports like rock climbing, taekwondo and really anything outside.



*Pictured: BB Butler visiting with associates at a local Publix during the campaign*

