

Beat: Vips

JIMMY KIMMEL JOINS 12TH ANNUAL ST. JUDE THANKS AND GIVING CAMPAIGN DURING CHARITABLE HOLIDAY CAMPAIGN

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USPA NEWS - This holiday season Jimmy Kimmel makes his St. Jude 'Thanks and Giving' campaign debut alongside returning celebrity friends Jennifer Aniston, Sofia Vergara, Michael Strahan, Luis Fonsi and St. Jude Children's Research Hospital National Outreach Director Marlo Thomas...

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Collectively, they star in national television spots and a star-studded movie trailer asking people to help transform the holiday season into a time of giving thanks by raising funds and awareness for the ongoing battle to end childhood cancer and other life-threatening diseases.

The St. Jude Thanks and Giving campaign is an unprecedented union of celebrities, media and more than seventy of the nation's leading, national brands that ask consumers to support St. Jude while they shop this November-December. The national television spots debut on Monday, Nov. 23, and run through the end of the year.

The campaign's national television spots air on network and cable television channels, as well as online, in both English and Spanish. The movie trailer appears in theatres nationwide and in Puerto Rico, including Regal Entertainment Group, AMC Theatres, Cinemark USA, Carmike Cinemas, Malco Theatres and many others.

Additionally, the PSA is shown on American Airlines and Delta Air Lines flights and through Accent Health's waiting room media network, a division of CNN. All of the spots, as well as exclusive behind-the-scenes footage, will debut online in late November.

The campaign will receive additional celebrity support from Lily Aldridge, Ashley Tisdale, Ashley Greene, Lucy Hale, The Band Perry, Sam Hunt, Olivia Holt, Zac Posen, David Lee, Mike Conley, Cristian de La Fuente, Karla Martinez, David and Tamela Mann, Jazmine Sullivan, Erica Campbell, Travis Greene, Anita Wilson, Latice Crawford and many others in the form of radio spots, online videos, social media support and more.

In addition, celebrities created holiday products to benefit St. Jude. Longtime supporter Daisy Fuentes designed an inspirational bracelet and the family of Maya Angelou designed a one-of-a-kind blessings jar for the St. Jude Gift Shop. Both of these products, along with hundreds of St. Jude items ranging from ornaments, baking goods and apparel, are available to purchase online during the holiday season with all proceeds benefitting St. Jude.

Source : St. Jude Children's Research Hospital

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