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KINC BUILDS A BETTER FUTURE WITH THEIR DONATION TO CHILDREN'S MEMORIAL HOSPITAL'S SKYLIGHT TV STATION

Chicago's **Children's Memorial Hospital** provides cutting edge pediatric healthcare with a focus on overall well-being. Towards this goal, CMH has developed **Skylight TV**, its own in-house station, broadcasting live from the Janice and Kimberly Brown Life Center.

Skylight's popular game show **Safety Bingo** allows hospitalized contestants to call in wins from their ward, and have a prize delivered immediately to their bedside by a costumed character or guest star. Skylight's effectiveness depends heavily on their ability to compete against regular broadcast productions, and *Safety Bingo's* makeshift scenery did little to support Skylight's mission.

Kinc is pleased to have been able to donate the design, fabrication, and delivery of a vibrant and engaging new set for *Safety Bingo*, in support of CMH's efforts, and in hopes of contributing towards the successful futures of its young patients.

Working closely with program coordinator and producer Rene Roy, Kinc addressed the challenges created by Skylight's cramped studio space and lack of storage area, and the need to create scenic elements that could translate into Skylight's other TV programs. The scenery was designed with as little footprint as possible, utilizing a dynamic and modern design on par with anything on mainstream children's television.

Anthropomorphizing each of the scenic elements with bright eyes and big feet created a community of characters the children identified with. The show's bingo board centerpiece was enhanced with exciting chaser lights, and modified with interchangeable pieces to allow it to be used in different shows. In addition, the host's podium included an oversized phone for contestants to "call in" on, augmenting the general atmosphere of fun.

The *Safety Bingo* set has been so successful in teaching childhood injury prevention in an engaging and entertaining way that it has inspired other endeavors in the same vein, including the video release of Rene Roy's *Safety Time Blues*.

To learn more, visit www.kincinc.com or <http://www.childrensmemorial.org>

About Kinc

Combining a love of the unexpected with unparalleled design and fabrication skills, **Kinc** creates art out of ideas, and consistently delivers the impossible, the beautiful and the fantastic.

Specializing in custom design and fabrication, sculpture and murals for commercial and residential spaces, Kinc's awards include the 2007 Platinum ADEX for Light Sculpture, 1 Grand Prize, 3 First Place Awards, and 8 Awards of Merit from the VMSD Annual International Visual Merchandising Competition, and the Leroy Hirsch Memorial Award for excellence in building design.

www.kincinc.com