

Briggs & Al's Run & Walk for Children's Hospital of Wisconsin 2012

Kate Kotecki wrote TV promotions featuring WISN's Mark Baden and families at Children's Hospital of Wisconsin. She also wrote promotions such as billboards/outdoor advertising and postcards, and created the theme, "Use your shoes to put yourself in someone else's."

TV spot version 1:

<http://www.youtube.com/watch?v=wV34zish5ik>

TV spot version 2:

<http://www.youtube.com/watch?v=Sjz5xFGXk94>



USE YOUR SHOES TO PUT YOURSELF IN SOMEONE ELSE'S.

**BRIGGS & AL'S RUN & WALK
FOR CHILDREN'S HOSPITAL**
SATURDAY, SEPTEMBER 15, 2012 / 10:15 A.M.

