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CHILDREN EARN AWARDS FOR HOSPITAL BRAVERY IN THE “PLAY IT SAFE” PROGRAM

(Rochester, Mich.) September 28, 2004 — Help ease children’s anxiety about a visit to the hospital by bringing them to a unique and fun-filled safety program at Crittenton Hospital Medical Center. On **Tuesday, October 19, 2004**, Big Boy Restaurants International LLC and Crittenton Hospital Medical Center will continue their 16-year-long tradition of teaching kids safety through the innovative and fun **“Play It Safe” Day**.

“Play It Safe” Day will take place from 1:30 – 3:00 pm at Crittenton Hospital Medical Center. A Crittenton Child Life Specialist will teach a group of 25 kids the importance of their health and safety, and work to eliminate the fear of going to the doctor’s office.

Kids between the ages of four and six years old will be able to get involved in activities such as hearing their own heartbeat, learning to safely cross the street, and even be taught about brushing their teeth. They will also be rewarded for their bravery with treats and a special award from Big Boy himself, the mascot for Big Boy Restaurants.

“This is a wonderfully educational program that should prove fun for both parents and their young children. I hope many members of our community join us as we teach kids to play it safe,” said Tony Michaels, CEO of Big Boy Restaurants International LLC.

For more information or reservations, contact Crittenton’s Foundation Office at (248) 652-5345.

Crittenton Hospital Medical Center is located at 1101 W. University Drive in Rochester.

Headquartered in Warren, Mich., Big Boy Restaurants International LLC is the exclusive worldwide franchiser of more than 455 Big Boy Restaurants in the United States and Japan.

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