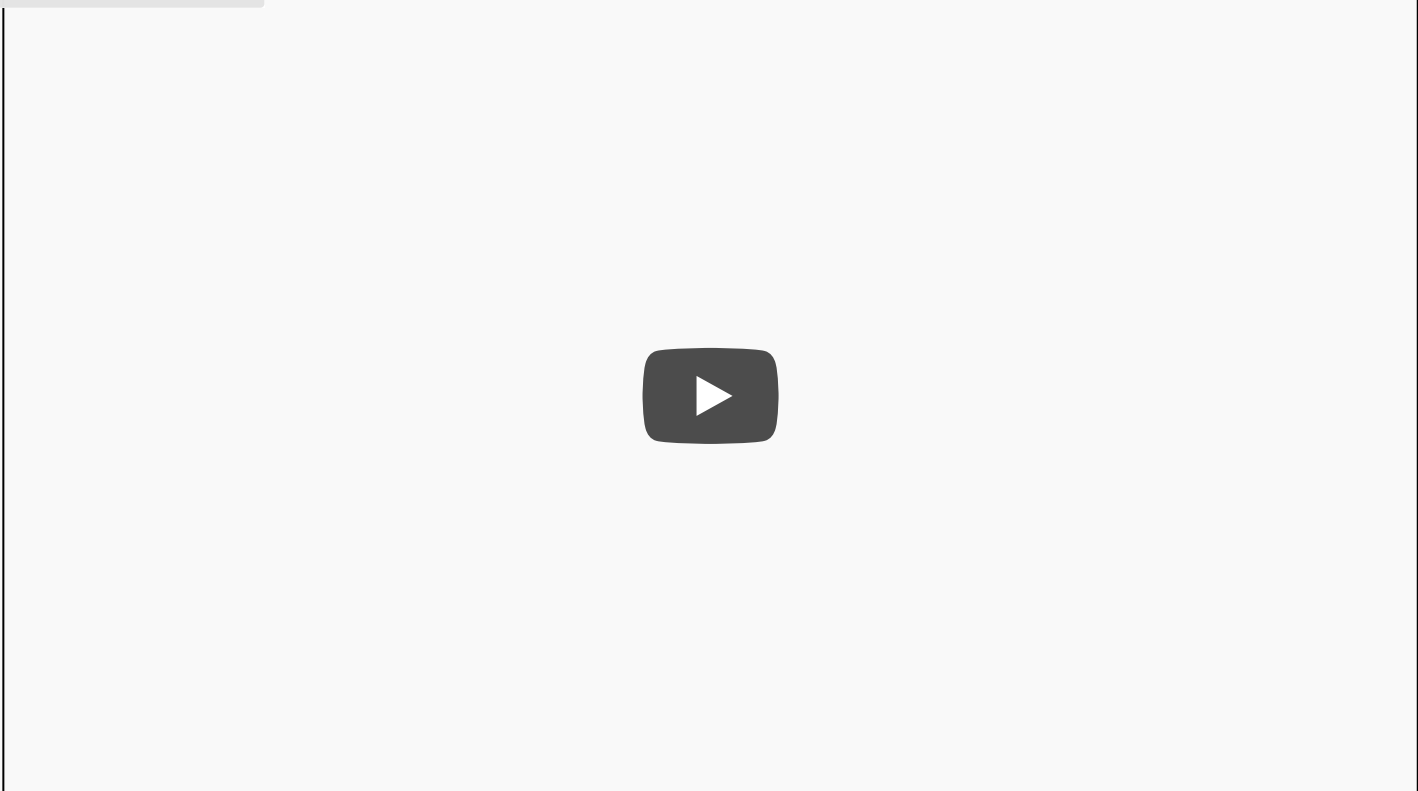


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At SickKids, we're not on the sidelines, we're on the front line. Taking the fight to the greatest challenges in child health. And we are winning.

<http://www.fundthefight.ca>

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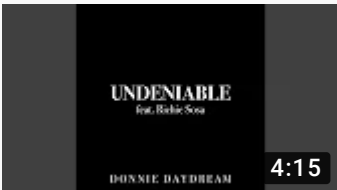
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Josh Sundquist ✓ 3 years ago

I would venture to say this is the best childrens hospital promo ever produced in the history of the world

305 REPLY

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REPLY

[View 3 replies](#)**Ashley Spiegel** 3 years ago

As a staff member I thank SickKids and their agency partners for creating such a strong, creative, fierce video. Our kids are warriors, this video empowers them to fight the fight.

 72 [REPLY](#)**Tijmen vdP** 3 years ago

This video actually made me shiver. Very nicely done

 212 [REPLY](#)[View 6 replies](#)**Reynaldo Justo II** 3 years ago (edited)

I tried hard, but can't figure out why 93 people found a reason to NOT like this. A lot of people are missing the aim of the picture. **Society builds this persona about individuals with Autism, Cancer, Aspergers, ADD etc. and the commercial is saying to BREAK THAT MOLD. Its saying that you are NOT weak. It's NOT you VS the ailment, IT'S US battling together. WE are stronger together then apart.** The message is so ...

 90 [REPLY](#)[View 9 replies](#)**Michael Ginsberg** 3 years ago (edited)

As a pediatrician, this ad gave me a sense of purpose on a Monday morning when I was dreading another day in the office. I needed a reminder that it's **NEVER** just another day in the office.

But when the monitors go off in that Code Blue...my blood pressure spiked. I've run a few codes. Don't ...

 69 [REPLY](#)[View reply](#)**Max Power** 3 years ago

As a patient at SickKids, this is an amazing video that I will share with everyone! Great work!

 33 [REPLY](#)[View reply](#)**Kevin May** 3 years ago

25 year cancer survivor here (I was 2 1/2), this video rocks.

 24 [REPLY](#)**MissMadMuzak** 3 years ago

This is so, so good. Kudos SickKids

 8 [REPLY](#)