

# LLU Children's Hospital NICU featured in first hospital TV spot for SoCal Honda Dealers' 'Random Acts of Helpfulness'



## FOR IMMEDIATE RELEASE

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**LOMA LINDA, CA., March 17, 2016** – Loma Linda University Children's Hospital's (LLUCH) neonatal intensive care unit (NICU) is featured in the latest Southern California Honda Dealer's "Random Acts of Helpfulness" campaign. The television commercial is the first to feature a hospital in the campaign. Both TV and radio spots launched this week and will run through May 1.



In the SoCal Honda commercial, the men and women in blue delivered three vanloads of equipment to the NICU, including specialized thermometers and stethoscopes, privacy screens, blankets, mobiles, bouncy seats and a rocking chair. All items are those that can be used by nurses and parents of babies being treated in the NICU.

“We are beyond grateful for the donations made by the SoCal Honda dealers,” said Tristine Bates, RN, director, LLUCH NICU. “The new equipment will definitely enhance our nurses’ ability to provide quality patient care to their tiny patients and will provide parents with an extra sense of comfort.”

Jennifer Gingras, a NICU nurse at LLUCH submitted a letter through the Help Me Honda website, requesting items she and other NICU nurses needed. About three weeks later, she received a call from the Helpful Honda people stating they would fulfill her request.

“I couldn’t believe it was actually happening,” Gingras said.

Also a mom to a baby who was treated in the NICU at LLUCH, Gingras knows firsthand what moms and nurses need on the unit. She attributes her experience at LLUCH to becoming a NICU nurse. “We care for about 80 babies, and can always use more equipment.”

“Her story perfectly embodies the spirit of Helpful Honda,” said Lauren Kay, spokesperson for SoCal Honda Dealers, “giving back to an organization, in this case Loma Linda University Children’s Hospital, that helped save her son 27 years ago, inspiring her to become a NICU nurse.”

Since 2007, the SoCal Honda Dealers have been committed to lending a hand in the community and surprising residents with unexpected Random Acts of Helpfulness. Why? Because it’s their job to be helpful - no strings attached.

Last year, the SoCal Honda Dealers began sharing their Random Acts of Helpfulness on TV to continue helping people who truly need a hand. Residents are encouraged to share a request for help through [Help Me Honda](#), which is exactly what Gingras did.

[Watch the Helpful Honda people as they made a special delivery at LLUCH here.](#)

**PHOTO CAPTION:** A production crew filmed the Helpful Honda commercial at Loma Linda University Children's Hospital on Thursday, March 3. For additional photos, [click here](#).

#### [About Loma Linda University Children's Hospital - LLUCH](#)

The Children's Hospital is the only dedicated pediatric hospital in the vast geographic region of San Bernardino, Riverside, Inyo and Mono counties. With 348 beds dedicated just for kids, one of the largest Neonatal Intensive Care Units in the country and more than 100,000 children who come each year, LLUCH is a major pediatric teaching facility, known worldwide as the pioneer of neonatal heart transplantation. LLUCH is part of Loma Linda University Health – the umbrella organization encompassing Loma Linda University's eight professional schools, Loma Linda University Medical Center's six hospitals and more than 900 faculty physicians located across the Inland Empire in Southern California. A Seventh-day Adventist organization, Loma Linda University Health is a faith-based health system with a mission "to continue the teaching and healing ministry of Jesus Christ."

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