

Picture Show to donate to Scottsdale Healthcare

New pediatric health-care facilities opened in the Northeast Valley the same week Paradise Valley Mall opens a movie theater. Philanthropy will tie them together.

Picture Show Entertainment is celebrating this weekend's grand opening of the \$2 million Picture Show Stadium 7 by giving back.

Two dollars from each movie ticket sold this weekend will go to Scottsdale Healthcare Pediatrics. Scottsdale Healthcare is the community-based, non-profit parent organization of the Scottsdale Healthcare Osborn Medical Center, Scottsdale Healthcare Shea Medical Center, Scottsdale Healthcare Thompson Peak Hospital, Virginia G. Piper Cancer Center at Scottsdale Healthcare, Scottsdale Healthcare Research Institute and Scottsdale Healthcare Foundation.

Movie theater owners are encouraging families to come out to see films such as "Shrek Forever After" and "Marmaduke."

— Eugene Scott/*The Republic*

A HISTORY OF PHILANTHROPY

The decision to partner with Scottsdale Healthcare was based on the non-profit's history with Westcor, owner of Paradise Valley Mall, said Keith Jones, spokesman for Scottsdale Healthcare.

"It was probably one of those serendipitous things that comes from relationships," he said. "We already have a relationship with the Westcor folks, because of some fundraisers we've done at Kierland Commons, and Picture Show Entertainment was looking for a local charity to benefit with their theater opening."

NEW AND MORE TO COME

The Northeast Valley's only children's emergency room is at the Shea Medical Center, 9003 E. Shea Blvd. It opened Tuesday. Hospital officials said the children's ER is decorated with movie themes. The Gaylord Family Pediatric Intensive Care Unit, a state-of-the-art facility for critically ill or injured children, will open this summer.

A PLACE OF THEIR OWN

The pediatric ER is a 10-bed facility located in a separate area from adult patients. Children will stay in individual exam rooms for greater privacy. The hospital's inpatient pediatric unit expanded in 2005 to 28 beds and includes a playroom with games and computers as well as rocker recliners and day beds in patient rooms for families.