



# Shriners Hospitals for Children

The Shriners Hospitals for Children brand is embodied in its new logo (above) and a graphic element (right). The new look celebrates the 85-year legacy of providing help and hope to children and their families with forward-facing, refreshed images, symbolizing Shriners Hospitals as a progressive, but still warm and caring, organization.



Known as the “Editorial Without Words,” the universally recognized image of the Shiner and little girl represents the rich history, tradition and honor of Shriners of North America’s role in building the Shriners Hospitals philanthropy. What most people don’t know is that the original photograph (right) was taken almost by accident.

The photographer, Randy Dieter, was at the Mesker Amusement Park in Evansville, Ind., for the local temple’s (chapter’s) annual outing for children with disabilities. This is what Randy Dieter said about that day: “I was taking shots of the midway and was using my telephoto lens. I saw a local Shiner walking by carrying a little girl in one hand and her crutches in the other. My camera wouldn’t fire; then they were too close for my lens. I ran past them, but the camera jammed. I had to take my last shot as they walked by. It was the end of the roll. If I had to think about it, I wouldn’t have come up with something like that. Fate guides you.”

Bobbi Jo Wright, a patient at the St. Louis Shriners Hospital, was the little girl carried by the Shiner, Al Hortman. Years after the photo was taken, Bobbi Jo said: “It still seems unreal. I have many wonderful memories of the years I was a patient at the St. Louis Shriners Hospital. They greatly improved my ability to walk.”

The “Editorial Without Words” image has been reproduced in various ways, including statues that stand outside many Shriners Hospitals and temple buildings, as well as the former Shriners Hospitals logo (right).

