

## FedEx Feeder Plane Named for St. Jude Patient

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One word was enough for 8-year old Hayes Brown to summarize the festive naming of a FedEx feeder aircraft in his honor during a special ceremony Wednesday at the FedEx St. Jude Classic.

“Cool.”

The third-grader from Hernando, MS became the second patient at St. Jude Children’s Research Hospital selected to have a short-route Cessna Caravan display his name as part of a tribute “to the courageous children of St. Jude.”

Bill West, vice-president of supplemental air operations for FedEx Express, cited the courage of St. Jude kids and explained the brief history of the initiative that began last year with 4-year old McKaylee Borklund of Birmingham, AL.

“Last year was the first year we’ve had an aircraft on display in our history as the tournament’s title sponsor,” West said. “But that was only a tiny part of the plan. The most important part was using the aircraft as a backdrop to salute a little hero . . . and to salute all the little heroes of St. Jude . . . the sweet children who are patients at the best pediatric research hospital in the world.”

West recalled last year’s inaugural ceremony as a “touching tribute to courage, kindness, determination and life,” and Wednesday’s program was much the same during the salute to what he called “big-hearted, little ambassadors.”

He introduced young Brown, who was wearing a red T-shirt with a large St. Jude logo on the front, as “VIP of the Day.”

Selected children for the naming honor must be St. Jude patients and have a parent who works for FedEx. Brown's father – Christopher Brown – is manager of strategic business integration for FedEx. His wife, Amy, and three other sons – Holliman 10, and twins Webb and Cooper, 3 – attended the ceremony along with grandparents and friends.

West referenced the 8,000 children who are active patients, and said, "I'm sure each one could teach all of us a lesson of what's truly important in life."

Although the naming of feeder planes for St. Jude patients began last year, FedEx has named its 350 large cargo freighters for sons and daughters of FedEx employees for many years.

Richard Shadyac, Jr., CEO of the ALSAC fund-raising arm of St. Jude, praised the community-service role of FedEx.

"This plane is really symbolic of the incredible partnership we have here between St. Jude and FedEx," Shadyac said. "In addition to helping this tournament generate \$26 million for the hospital through the years, the tournament creates an awareness on an international stage for people to learn about our mission.

"I hope we all realize how fortunate and blessed we are to have FedEx in our great city of Memphis."

St. Jude patients were featured during several areas of the Window World Pro-Am on Wednesday at TPC Southwind. They served as honorary caddies for pro golfers at the par-3 11th hole, where they posed for pictures, chatted with the pros, received autographs, and, in some cases, actually carried a golf club or two for the players.

Patients also were recipients of face-painting during an art show and party sponsored by the TOUR Wives Association.

<http://www.stjudeclassic.com/default.aspx?p=69806&naid=14093>