



The Donut That Roared is a delightful story that equips children (and their parents!) to face an MRI with ease, humor and courage. Jackson's real-life story is an inspiration."

Kirsten Gardner, Pediatrician, Pasadena, California



PRESS KIT

The Donut That Roared

A Child's Guide to Surviving an MRI



Did You Know?

≈ **39M**

MRI scans are
performed annually
in the U.S.



That's about

4M or **11K**
kids/year kids/day

(credit: Stanford Children's Health)



SYNOPSIS

The Donut That Roared is a children's storybook about an inventive boy who uses his imagination to cope with, and ultimately befriend, an obnoxious, noisy donut. Based on the life of Jackson Grant, a Los Angeles boy who is living with an inoperable benign brain tumor, the story is an empowering and inspiring tool for families and health care providers. The book provides tips, tools and resources, including FAQs and journaling pages.

SPECS

ISBN: 978-0-578-43072-0

Binding: Hardcover 10.5 X 10.5

Pages: 34

Publisher: Ingram Spark (2019)

Author: Joan Yordy Brasher with
Jackson Grant

Illustrators: Joan Yordy Brasher
and Susanna Pritchett

Book Design: Donna Pritchett

PRICING

Hardback: \$15

Paperback: Call us for bulk pricing
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SOCIAL MEDIA



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MEDIA INQUIRIES

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THE STORY BEHIND The Donut That Roared

When Jackson Grant was 10 years old, he was diagnosed with an inoperable benign brain tumor — an astrocytoma — the size of a jelly bean. The tumor was too deeply situated in his brain to remove it, so his doctors at Children’s Hospital Los Angeles set a course to monitor it through frequent contrast MRIs. Jackson also had to have surgeries to relieve fluid build-up on the brain.

MRI scanners are notoriously noisy and confining, and there are very few resources that help children prepare for and cope with the experience. But that didn’t stop Jackson. He began to come up with coping tools all on his own. First, he decided the circular scanner was nothing more than a noisy donut. Then, he deemed his favorite taco socks to be part of his official MRI day attire. Not only did wearing them make him feel happy all day long, they made the MR techs smile when they saw his feet sticking out of the scanner.

He began writing in his journal about his medical journey, and talked with friends and teachers about his daily struggles and victories. He practiced breathing exercises to stay calm and keep from wiggling. He even created some dance moves to bust out after every scan. While many children (and adults) require sedation in order to lie still and remain calm during an MRI, Jackson went sedation-free every time.

One day Jackson noticed a little boy at the hospital who appeared to be on his way in for his first scan. The boy looked terrified and was crying. His parents looked scared too. Jackson told his mom he wished he had a way to show that boy and his family that it was going to be OK. Jackson wanted them to know if he could do it, they could too.

So, Jackson reached out to his aunt, Joan Yordy Brasher, an artist and communications specialist in Nashville, Tennessee, and together they created a children’s book about Jackson’s medical journey, *The Donut That Roared: A Child’s Guide to Surviving an MRI*.

Before its publication in April 2019, the story was vetted by child life specialists, MRI technologists, pediatric neurosurgeons, pediatricians and psychology researchers. Jackson’s dream was to create not only a fun children’s book, but a powerful tool for child life specialists and radiologic technologists to share with their patients. And that’s exactly what he did. To date, more than 1,000 copies have been sold from the donutthatroared.com website, receiving positive reviews from patients, families and health care providers across the country.

In November 2019, *The Donut That Roared* was selected to be featured in the American Society of Radiologic Technologists National Library Partnership, which sponsored book displays in 250 public libraries across the country in recognition of National Radiologic Technology Week, Nov. 3-9.

Five years and 32 MRIs later, Jackson still gets MRIs, though not as often. He plays soccer, attends high school, and even bungee jumped off a bridge in New Zealand as part of his Make-A-Wish trip. Now age 16, he is a junior ambassador for Children’s Hospital Los Angeles, Camp Ronald McDonald and Make-A-Wish. He has told his inspirational story at fundraisers, on red carpets and in major media outlets.

His hope is that every child facing an MRI will have their own copy of *The Donut That Roared*.

WHY CREATE THE DONUT THAT ROARED?

At age 10 Jackson Grant developed his own ways to successfully cope with the stress of getting frequent MRIs and wanted to help other children do the same. There is nothing like this book on the market and we have been told by many child life specialists and MR techs that they are thrilled to finally have a tool like this to prep their pediatric patients.



WHY NOW?

According to Stanford Children's Health, pediatric cases make up about 10 percent of the 39 million scans performed annually in the United States. That means about 4 million children are getting magnetic resonance imaging each year, or nearly 11,000 children per day! Millions of children are now surviving pediatric conditions that in the past would have taken their life. Jackson is an inspiring example of what it means to live successfully with a brain tumor and navigate a scary diagnosis with imagination and humor.

WHY A CHILDREN'S BOOK?

Reading books is a powerful and effective way for children and their families to process their medical journey and cope with stress, anxiety and fear. When a child relates to a character in a book, it helps them not feel alone, and to talk about what they are feeling. *The Donut That Roared* includes a letter and tips from Jackson, frequently asked questions for parents and journaling pages for the child.



WHAT IS OUR MISSION?

Our sincerest wish is that every child getting an MRI will be able to have their own copy of *The Donut That Roared* to keep or share with friends.

WHAT'S NEXT?

We are currently working on a paperback edition and have plans to publish in Spanish.





Endorsements

"I have the unique privilege of caring for children during challenging times. The ultimate reward is watching them grow up. Jackson has been an inspiration for everyone. This remarkable young man drew upon his experiences in the hospital undergoing an MRI and ingeniously turned it into a powerful teaching tool. As you turn the pages, Jackson coaches readers through the process, making what may seem impossible, possible. This book should serve as a valuable resource to every family and child life team as they prepare children for an MRI."

Erin Kiehna, Pediatric Surgeon, Charlotte, North Carolina

"The Donut That Roared is a delightful story that equips children (and their parents!) to face an MRI with ease, humor and courage. Jackson's real-life story is an inspiration."

Kirsten Gardner, Pediatrician, Pasadena, California

"Medical procedures can be scary and overwhelming for children and their parents. As a Certified Child Life Specialist, I help children understand what they will experience through education, play, preparation, and creative arts. *The Donut That Roared* is a perfect resource to teach children about a brain tumor and how to cope with MRI scans. The authors convey their story in a beautiful way that normalizes fears and empowers families facing similar medical challenges."

Shani Thornton, Northern California

"As a mother whose kiddos have been through their share of medical procedures, I find *The Donut That Roared* a great way to help children understand MRIs. Doctors, nurses, medical techs and Child Life Specialists have always been great at explaining procedures to my boys in terms that they understand. I love the idea of the MRI being a doughnut and children will love this too!"

Nicole, North Texas

"I recommend *The Donut That Roared* to everyone. I work in the Emergency Department and purchased two books. One for our kiddos in the Emergency Department and one for the Child Life workers in our Children's Hospital. The book is a great resource to share with anyone, especially our little ones that may need an MRI."

Valerie, Redlands, California

"The book is a wonderful way to help children deal with a scary roaring donut. I hope this is just the first in a series of books to help children deal with the many unfamiliar and scary aspects of health care. Wishing you continued success. We bought 5 copies for our local Children's Hospital."

Steven, Chillicothe, Illinois

SPEAKING ENGAGEMENTS & APPEARANCES

2018

Make-A-Wish recipient, New Zealand
First Pitch Hero, LaSalle High School fundraiser for Children's Hospital Los Angeles
Speaker, Summer Fundraiser, Make-A-Wish Greater Los Angeles
Red Carpet Guest, "TransFormers BumbleBee: The Movie" global premier
Speaker, Glendale High School Powder Puff game, benefitting Make-A-Wish Greater Los Angeles
Red carpet interviewer, Wish Gala, Make-A-Wish Greater Los Angeles

2019

Speaker and autographs, "The Donut That Roared" Book Launch Party and fundraiser
Guest Speaker, Fuller Seminary School of Psychology
Honorary Race Starter, Walk for Wishes, benefitting Make-A-Wish Greater Los Angeles
Guest Visitor, OSF Children's Hospital, Peoria, Ill.
Keynote Speaker, Havana Nights fundraiser, benefitting Ronald McDonald House
Guest of Honor, 5K Walk Run, benefitting American Brain Tumor Association
Keynote speaker, 21st Annual Luncheon, Monrovia Guild of Children's Hospital Los Angeles

MEDIA

BROADCAST

KTLA Los Angeles (in studio with LuLu Parker)
KTLA Los Angeles (Live from Walk for Wishes)
HOI ABC TV Peoria
WEEK TV Peoria
NewsChannel 5 Nashville

ONLINE /PRINT

South Pasadena Review (South Pasadena, Ca)
Pekin Times (Pekin, Il)
Emporia Gazette (Emporia, Ks)
ASRT Scanner (Phoenix, Az)
Childlifemommy.com
Standish Foundation for Children



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