

IN MY WORLD

Starlight Starbright has completed production on a new television Public Service Announcement entitled "In My World." The spot features children talking about what living with serious illness is like, and how Starlight Starbright makes a difference in their lives. Jamie Lee Curtis provides the spot's narration. Available in :60 and :30 versions, Starlight Starbright is currently seeking pro bono placements of the spot on broadcast networks, cable television, in-flight entertainment, in-store networks, websites, movie theaters and other mediums.

If you are interested in running our PSA, please contact psa@starlight.org.

To view the :60 spot and learn more about Starlight Starbright's other PSA initiatives, visit www.starlight.org/psa.



Cars for a Cause

Want to finally get rid of that unwanted vehicle that is taking up space in your garage? Donate your used, running or non-running car, truck, boat, RV, or motorcycle to Starlight Starbright Children's Foundation and help make a world of difference for seriously ill children and their families! Visit www.cars4causes.net and select Starlight Starbright as your charity beneficiary. The process is easy, and you can reclaim your garage space while doing something special to help sick kids and their families.



Give With Confidence

For the fifth consecutive year, Starlight Starbright Children's Foundation has received a 4-star rating from Charity Navigator, America's largest independent evaluator of charities.

Charity Navigator commends Starlight Starbright's efforts, stating: "Receiving four out of a possible four stars indicates that your organization excels, as compared to other charities in America, in successfully managing the finances of your organization in an efficient and effective manner. This consistency in your rating is an exceptional feat, especially given the economic challenges many charities have had to face in the last year."



Only 2.74 percent of the charities Charity Navigator rates have received five or more consecutive 4-star evaluations, indicating that Starlight Starbright Children's Foundation outperforms most charities in America in its efforts to operate in the most fiscally responsible way possible.

Starlight Starbright also meets the BBB Wise Giving Alliance's Standards for Charity Accountability, a national charity watchdog affiliated with the Better Business Bureau.

Help Children You Know Find Essential Health Info Online

Do you know a child who is struggling with asthma? Is a young person in your family scheduled to undergo an MRI? Is a teen you love nervous about beginning chemotherapy? Starlight Starbright's array of online interactive educational programs, websites and games can help.



Each of our online programs was developed with input from children and families and guidance from leading medical professionals. Some are geared toward reducing fear and increasing understanding before medical treatment, while others are designed to help children cope with their illnesses over the long term. All of the programs help educate pediatric patients about their conditions and medical procedures,

encourage children to communicate with healthcare providers, and strive to empower children in the face of their illnesses.



Become One in a Million!

Starlight Starbright is proud to unveil *Site of a Million Stars*— a universe of individuals and organizations who are coming together to bring seriously ill children and their families out of the dark. Want to help? Starting August 1, visit www.millionstars.org and design the star or constellation of your choice, choose its location in our virtual universe, and add a personal message, image or URL to let fellow star travelers know more about you and the nature of your support. Use your star power to honor a friend or family member, promote your company or organization, or share words of encouragement for our families. It's your chance to shine a light into the lives of families who need it most.



Be Our Friend

Introducing the Starlight Starbright MySpace page! We created a MySpace® profile to help spread the word about Starlight Starbright and help members of the MySpace community learn how they can get involved.

Visit our profile at www.myspace.com/starlightfriends.



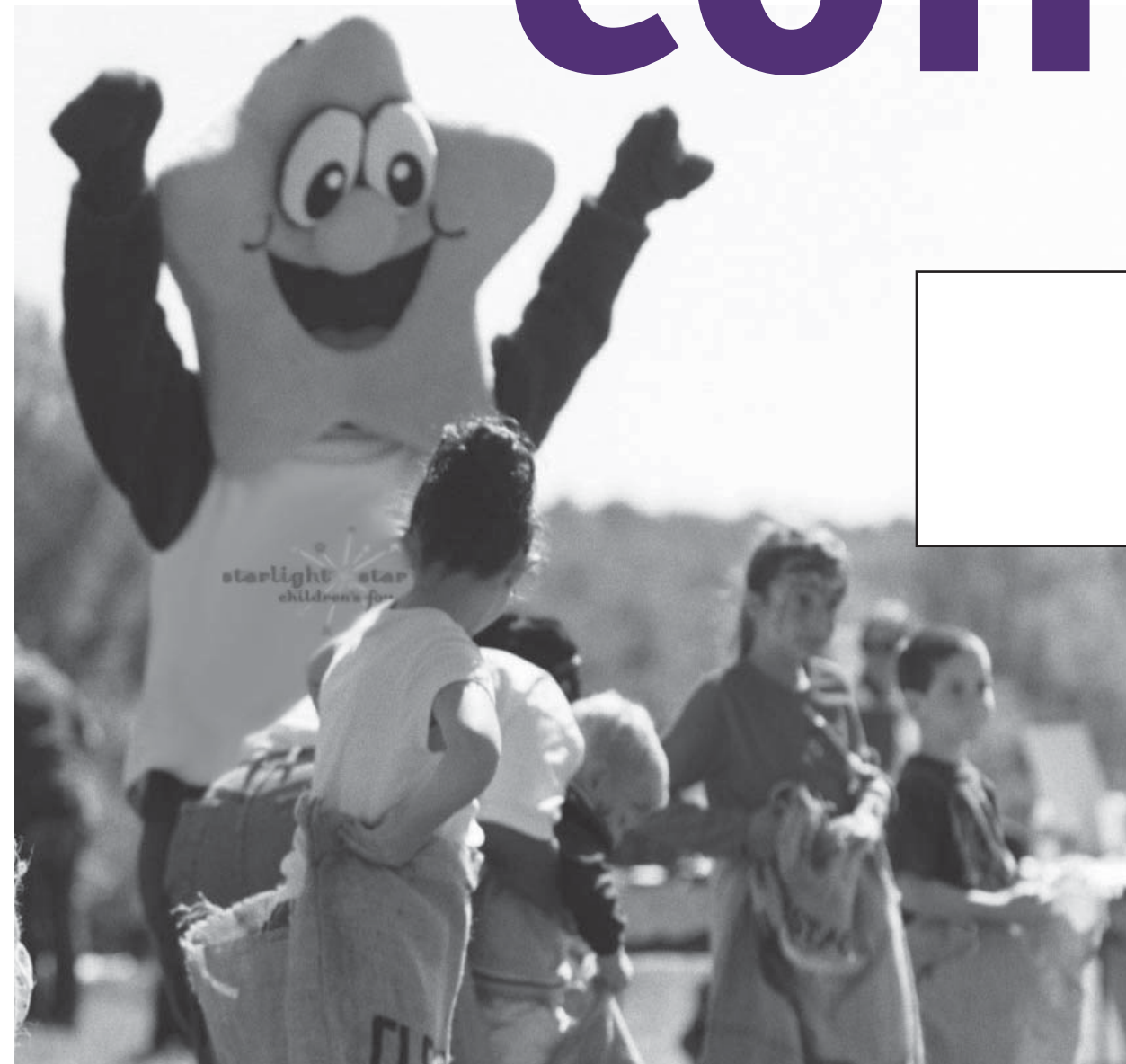
Visit www.starlight.org/programs to find online programs related to:

- Asthma
- Blood tests
- Bone marrow aspiration and biopsy
- Burn injuries
- Cancer
- Cystic Fibrosis
- IVs
- Kidney Disease
- MRIs, CT scans and X-rays
- Sickle Cell
- Spinal taps
- Ulcerative Colitis and Crohn's Disease

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GREAT ESCAPES:SM Renewing Strength and Hope

Every month in communities across the United States and Canada, excited families gather for extraordinary days of fun and escape. Starlight Starbright's *Great Escapes*SM provide families who are struggling to deal with life threatening and chronic childhood illnesses with an opportunity to spend time together outside the hospital to relax, regroup and return home with a renewed sense of strength and hope.

"Attending *Great Escapes* has been the most wonderful thing for my family," says a mother in Portland. "They have allowed us to have quality time together like we used to have before our child's illness. After you have been through so much, you really don't know what normal family time is anymore. Starlight Starbright is showing us how to do that again."

Providing support to everyone in the family is at the core of what *Great Escapes* is all about. "All of the turmoil began to take its toll on my daughters. They were powerless to do anything for their brother, and couldn't help but become frustrated that their lives had changed so much," recalls a mother from Los Angeles. "Mom, we don't go anywhere anymore," they'd say. Then they'd feel guilty. At the *Great Escape*, my husband and I were grateful to see our children having fun and being children again."

Great Escapes also allow families to forge connections with other families facing similar challenges, creating a network of support for everyone in the family so that no one feels alone.

"Thanks to *Great Escapes*, we have attended more family outings with our 11-year-old son Kenneth than we ever imagined possible. We have made new friends and exchanged information on how to make our children's lives easier and more comfortable," says a mother from Minneapolis.

Adds a young girl from Toronto, "I call it my special place because the other children that go to *Great Escapes* with me also suffer with some type of illness. They know what it is like to be sick or in pain. They understand that we all have good days and bad days. We have a chance to talk about our illnesses and treatments, and no one judges us. It lets us have fun instead of seeing all the medical problems and tests we all face. Starlight Starbright allows me to be me and reminds me that I am not alone."

Starting in 2006, Starlight Starbright began an ambitious, strategic expansion of the *Great Escapes* program, planning to one day provide monthly events in every part of the United States and Canada. And we're making great strides. Corporate partners are rallying behind the program, eager to develop *Great Escapes* that bring their own special magic to seriously ill children and families. The Children's Place's pajama party in Los Angeles, McCormick & Schmick's chefs-for-the-day event in Northern Virginia, CBRE's Halloween Haunt in Phoenix, CNA's annual teen prom in Chicago, TIAA-CREF's picnic and zoo party in Denver, and BankAtlantic's Sundaes on Sunday in South Florida — everywhere we are, the creativity and generosity of local businesses are helping us grow the program.

Thousands of individual donors and volunteers are also contributing to *Great Escapes*' success. At a recent event in Dallas, for example, young girls were transformed into princesses thanks to boas, tiaras and magic wands handcrafted by both local and far-off volunteers through www.volunteermatch.org. At Jewelers for Children's Sparkling Sundaes *Great Escapes* in Los Angeles, San Francisco, San Diego and Portland, local jewelers volunteered their time to help children make jewelry and other crafts.

"Daniel and Ariel spent their day making Christmas tree ornaments and jewelry. They had a wonderful experience and didn't want to leave. They were treated like royalty! As the parents of children who endure so many countless medical procedures and doctors' appointments, it is such a blessing for us to see them have fun and enjoy life," said a mom and dad from San Francisco.

If you would like to find out how you, your organization or your business can get involved with *Great Escapes*, please email greatescapes@starlight.org. To view a calendar of upcoming *Great Escapes* events, please visit www.starlight.org/greatescapescalendar.

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