



PRESS RELEASE

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Starlight MidAtlantic Relaunches Facebook Fan Page – Becoming More Cost-Efficient While Increasing Public Accessibility

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Starlight Children's Foundation MidAtlantic is proud to unveil its new and improved Facebook fan page. The [new page](#) was especially designed to decrease outreach costs while increasing the public's accessibility to Starlight.

"In a volatile economy like the one we're facing, charities are struggling to cost-effectively reach donors, advocates and clients," explained Barbara Schreiber, Executive Director of Starlight Children's Foundation MidAtlantic. "Top-of-mind for us is how to do our job better with less money. Social media is the new frontier for us."

Social media platforms allow non-profits to maintain an online presence without spending scarce resources on costly expensive traditional marketing and outreach like printed materials. Saving money while doing more and reaching more people is essential in today's economy and a focus going forward for Starlight MidAtlantic. Facebook is an inclusive platform for everyone in the Starlight family – the children, donors and community partners.

The [fan page](#) offers visitors an in-depth look at the services provided to Starlight children and a host of other fun things to see and do. On the [new page](#) there are extra tabs to learn about and RSVP to special events, see photos, and discover all of the great work done by Starlight MidAtlantic with community partners. A new store gives fans an easy way to donate merchandise, equipment and other resources to Starlight MidAtlantic.

"Although doing more with less is always a goal for the board, we didn't lose sight of the main focus of the relaunch - to create a page that will educate and engage our visitors," said Dr. Tom Woteki, Chairman of the Board of Directors, Starlight Children's Foundation MidAtlantic. "We aim to provide an easy way to connect and get involved, whether through philanthropy, volunteerism or advocating for seriously ill children and their families."

"Like" the new page to see the changes: <http://www.facebook.com/pages/Starlight-Childrens-Foundation-MidAtlantic/122550537850049>

About Starlight Children's Foundation MidAtlantic:

Since 1999, Starlight Children's Foundation MidAtlantic has been helping seriously ill children and their families cope with the pain, fear and isolation of illness through entertaining and educational family activities. Last year, Starlight MidAtlantic provided over 2 million hours of entertainment, for 220,000 children and their families in the District of Columbia, Delaware, Maryland, Pennsylvania, Virginia and West Virginia. To learn more visit www.starlight-midatlantic.org