



FOR IMMEDIATE RELEASE: May 6, 2008

The Ronald McDonald House Charities of Denver and the Laura and Bill Rothacker Foundation Give Major Gift to Help Starlight Starbright Children's Foundation's Seriously Ill Children and Their Families

\$20,000 contribution from the Ronald McDonald House Charities of Denver and Ronald McDonald House Charities USA and a lead matching gift of \$20,000 from the Laura and Bill Rothacker Foundation will launch Starlight's new Fun Kit Program for pediatric patients in Colorado hospitals

(Denver and Southern Colorado) – The Ronald McDonald House Charities of Denver, Ronald McDonald House Charities USA, the Laura and Bill Rothacker Foundation and Starlight Starbright Children's Foundation Colorado have teamed up to help young hospital patients deal with the anxiety, loneliness and apprehension that often accompany serious illness and injury. Keeping in line with their mission to serve pediatric patients and their families throughout Colorado, Ronald McDonald House Charities of Denver and the Laura and Bill Rothacker Foundation are making a generous gift to Starlight Colorado that will launch the new ***Fun Kit (Hospital Admit Bag) Program***.

Fun Kits are colorful and reusable bags filled with hospital-friendly, fun activities as well as toiletries items for the child and family, to bring some comforts of home. The program will initially (year one and two) serve pediatric patients in the Denver Metro and Southern Colorado hospitals, with a one-time shipment made to many of our rural hospitals during the holidays. "By year three of the program (funding pending), our goal is to reach all pediatric admissions in the state of Colorado. Thanks to the grant from the Ronald McDonald House Charities of Denver and a generous matching grant from the Laura and Bill Rothacker Foundation, we are thrilled to announce that we are on schedule to launch the program in the Fall of 2008." says Kimberly Bourne, Executive Director of the Starlight Starbright Children's Foundation Colorado.

"Ronald McDonald House Charities of Denver, Inc. is proud to partner with Starlight-Starbright Children's Foundation-Colorado on the pediatric admit Fun Kit Program. RMHC of Denver, Inc knows that going into the hospital is a scary time for a child and the goal is to provide a "Fun Kit" for each child admitted to a Denver area hospital. We want kids to have "a special gift" for the minute they arrive, with activities and distraction, so that their fears and worries are minimized. We know from years of experience...keeping love close by is sometimes the best medicine of all. We want the "Fun Kit" to be a gift of love. –**Pam Whitaker, Executive Director of Ronald McDonald House Charities of Denver, Inc.**

To attain the goal of reaching all pediatric admittances (for a serious illness) in the state of Colorado by 2011, Starlight Colorado is encouraging the participation of other Colorado individuals, businesses and foundations to support the program. Thanks to the generosity and support of the Laura and Bill Rothacker Foundation, **every dollar that is contributed to the program will be matched (up to \$25,000/yr) each year for four years.**

"This program provides our family foundation an exceptional opportunity to collaborate with two wonderful foundations, Starlight Starbright of Colorado and Ronald MacDonal House, both of which have a long history of putting sick children and their families first." **Laura and Bill Rothacker**

–more–

Ronald McDonald House Charities and Christman Family Foundation Give a Gift to Help Seriously Ill Children

May 6, 2008
Page 2 of 2

About Starlight Starbright Children's Foundation Colorado

Starlight Starbright Children's Foundation Colorado helps seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

When a child or teenager has a serious medical condition, everyone in the family is affected. The kids, their parents and siblings struggle, in different ways, to grapple with the intrusion of illness or serious injury into their lives. Starlight Colorado understands what families go through when a child is sick, and how important it is for families to find relief from constant worry and isolation. Our entertainment, education and family activity programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. For more information, visit www.starlight-colorado.org.

###

PRESS CONTACT:

Kiki Pierce
720-334-8874 Kiki@starlight-colorado.org