



## **FOR IMMEDIATE RELEASE**

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### **Starlight Children's Foundation and Starbucks Partner to Impact Seriously ill Children through Joy Drive and Blossoms of Light Events**

DENVER—November 28 – Starlight Children's Foundation and Starbucks Coffee Company will partner for the sixth year to bring cheer to the children and families of Starlight this holiday season through two programs: the annual Joy Drive and a preview night event at the Denver Botanic Gardens Blossoms of Light.

The special evening at the Blossoms of Light will be held on Thursday, Nov. 29. Families of the Starlight Foundation are invited to visit the Botanic Gardens for a private preview party. Among the activities, families are invited to view the more than 1 million lights that adorn the gardens, have their photos taken with Santa, and sample Starbucks cookies, coffee and hot chocolate.

Throughout December, Starbucks retail locations in Denver will hold Joy Drives to collect new, unused toys for pediatric care centers throughout Colorado. Last year, Starbucks collected more than 13,000 toys that were delivered to children in 59 hospitals, just in time for holidays. For most of these hospitals, the toys collected from the Joy Drive are their only source of new toys for the children being treated.

"We are delighted to once again be partnering with the Starlight Children's Foundation this holiday season. Giving back to our community is very important to us as a company," said Phil Smith, regional marketing manager of Starbucks. "There is something incredibly special about watching the faces of these families light up as they enjoy the Blossoms of Light. The joy felt from that evening spills over into our stores as we collect gifts throughout the holiday season. It is a very special time of year for Starbucks and its Partners."

"We are honored to work with Starbucks on the Joy Drive this holiday season to continue the tradition of bringing holiday cheer into the lives of many children and families grappling with serious and prolonged illnesses," says Kimberly Bourne, Executive Director for Starlight Children's Foundation. "In dealing with such serious illnesses, many of these children have very little sense of a normal childhood. The annual event brings Santa-sized smiles to these little faces as they receive new toys and a visit by Starlight's mascot Starry."

Kimberly Bourne adds that support by Colorado residents, in partnership with Starbucks is incredibly crucial to Starlight's mission, offering entertainment to seriously ill children. "Even if it's for one day, these children are able to forget their illness and enjoy just being a kid."

To participate in the annual Joy Drive, bring a new, unwrapped toy to any Starbucks retail location in Denver. Toys for infants and teenagers are needed most but the Joy Drive will collect toys for children from birth to age 19.

**About Starlight Starbright Children's Foundation of Colorado**

Starlight Starbright Children's Foundation Colorado is a nonprofit organization that transforms the lives of seriously ill children and their families through imaginative programs that educate, uplift their spirits, foster a sense of community, and help alleviate the pain and fear of prolonged illness. Starlight Starbright offers an impressive array of in-hospital, outpatient, school and home-based programs and services that touch the lives of more than 3,700 children and families each month. To learn more visit [www.starlight-colorado.org](http://www.starlight-colorado.org).

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