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Media Contact:
Laurel Ris
303.691.0700
laurel@starlight-colorado.org

DEBBIE JESSUP, former Colorado banking executive, joins STARLIGHT CHILDREN'S FOUNDATION COLORADO as Executive Director

DENVER— Starlight Children's Foundation Colorado is proud to announce the hiring of **Debbie Jessup**, former Colorado banking executive, as its new **Executive Director**.

"**The Starlight Children's Foundation** scored a home-run with the selection of Debbie Jessup as our new Executive Director. We look forward to Debbie bringing **Starlight** her extensive experience in forging creative partnerships, developing results-driven marketing programs, leveraging new opportunities, and creating and implementing strategic plans," said **Brett Shrewsbury**, president of the board of trustees. "With Debbie at the helm, **Starlight** will be able to reach even more of Colorado's seriously ill children and their families, and her passion is right in line with our mission to brighten their lives on a daily basis."

Jessup comes to the **Starlight Children's Foundation Colorado** with an extensive pedigree in both community involvement and business strategy. A seasoned Colorado banking veteran, she was recognized as one of the highest-ranking female bankers in Colorado. Jessup most recently served as president of Bank of Choice Holding Company, leading its expansion in the Denver metro area and across Colorado.

Prior to joining Bank of Choice, Jessup was president of KeyBank's Colorado District. In this capacity, she was responsible for sales, service and strategic activities for Key's Colorado District, which included 51 branch locations and nearly 700 employees. In addition, Jessup served as District Sales Manager for McDonald Financial Group in Colorado. She began her career with Key in Cincinnati, Ohio in 1983.

"It is a privilege to work with an organization that in 2008 served more than 10,000 seriously ill children and their families in Colorado," said Jessup, "Starlight brightens the lives of children each and everyday. I look forward to helping Starlight grow as we reach even more families throughout Colorado. It is the goal of Starlight Children's Foundation's to bring comfort and joy to all seriously ill children in Colorado, both in and out of the hospital."

In addition to her numerous professional accomplishments, Jessup's energy and leadership extend to significant achievements and accolades in the community. She currently chairs the committee for the **NCAA Women's Final Four** on behalf of the **Denver Sports Commission**.

She also serves as a member of the board of directors for **Junior Achievement, Denver Metro Chamber Foundation** as co-chair for communications. Jessup previously served as chair of the **Denver Metro Chamber Capitol 2006 Initiative**, a non-partisan effort to educate gubernatorial candidates on the issues of importance to the business community. She served on **Governor Bill Owens Task Force** for Transportation and Finance, the **DPS Commission for Secondary School Reform**, and is a graduate of the **Leadership Denver** program.

In 2005, Jessup was named a **“Woman of Distinction”** by the **Girl Scouts**, and was also presented a **“Bankers of Distinction”** award by the **Colorado Bankers Association**. Additionally, the *Denver Business Journal* ranked her in the **2007 “Power Book”** as one of the top local leaders in banking. She holds bachelors degrees in economics and communications from Denison University in Granville, Ohio.

About Starlight Children’s Foundation Colorado:

When a child or teenager has a serious medical condition, everyone in the family is affected. For 25 years, Starlight Children’s Foundation has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight’s 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. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight-colorado.org.

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