



Media Contact: Tina McCormack  
Starlight Starbright Children's Foundation-MidAtlantic  
P. 202-293-8339  
tina.mccormack@starlight-midatlantic.org

#### IMMEDIATE RELEASE

### A GEM OF AN EVENT: STARLIGHT MIDATLANTIC HOSTS FIRST SPARKLING SUNDAE EVENT

**Washington, DC - December 17, 2007-** Starlight Starbright Children's Foundation-MidAtlantic understands that when a child has a chronic or life threatening medical condition, everyone in the family is affected. A Starlight partner, Jewelers For Children (JFC), made a generous donation to host a child friendly event to help make a difference for seriously ill children and their families in our local area.

"JFC is dedicated to reaching children whose lives have been devastated by illness," said David Rocha, Executive Director of JFC. "Starlight MidAtlantic's programs provide a fitting avenue for us to improve the quality of life of some of the most vulnerable children."

Sparkling Sundaes are nation wide events and the first MidAtlantic event took place Sunday, November 4th in downtown Philadelphia at the Embassy Suites. Children and families came together at the event to make jewelry using JFC's stunning gems and beads while enjoying ice cream, chocolate and other desserts. Entertainment included arts and crafts, a magician, a clown and gaming stations.

"JFC wanted to create their own signature Great Escape," said Paula Van Ness, CEO of Starlight Starbright. "They are calling it 'Sparkling Sundae' and are inviting our families to make jewelry using their beautiful gems and beads while enjoying sweet treats. I know that our children—including all their brothers and sisters—will just love it."

Parents and child alike enjoy the jewelry experience as it gave them a chance to create something unique and hang out with other Starlight families.

"Absolutely fabulous outing and event! Zakki is very proud of his beaded bracelet - he did it all by himself and he is so satisfied when he can do something independently. He loved the magician and the clown lady. He got a real kick out of the chocolate fountain and he absolutely is speechless about the Nintendo Wii - what a very cool system", said Stephanie, a Starlight mom. "Some days of rehab are easier than others. . . You have amazing talent to make special kids and families happy. Living in the moment is so important and so hard to do when there is so much on our minds. But when we are out at a Starlight event we actually do get to just enjoy the moment and I thank you for this."

#### **About Starlight Starbright Children's Foundation-MidAtlantic**

Starlight Starbright Children's Foundation-MidAtlantic helps seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. The foundation softens the hard edges of what a family experiences when a child has a serious illness all along their journey, from the time of diagnosis all the way through, in the hospital and at home. Starlight MidAtlantic focuses on the children of Delaware, Maryland, Pennsylvania, Virginia, DC and West Virginia. For more information please visit [www.starlight-midatlantic.org](http://www.starlight-midatlantic.org).

#### **About JFC**

JFC was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated over \$23 million to programs benefiting children whose lives have been affected by illness, abuse, or neglect. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers.

###