



Local Children with Chronic and Life-Threatening Illnesses To Have Once-In-A-Lifetime Experience Aboard the DIRECTV Blimp

What: **DIRECTV** and **The Starlight Children's Foundation** are partnering to brighten the lives of seriously ill children with a visit to the **DIRECTV Blimp**, one of the first airships of its kind in North America. The blimp houses a 2100 foot LED screen and travels to 115 different towns every year covering major sporting events such as the World Series, US Open Tennis, the NBA playoffs, and NFL games. DIRECTV has been partnering with charities like the The Starlight Children's Foundation throughout the east coast to give sick children a day they will never forget.

The Starlight Children's Foundation is a non-profit organization dedicated to improving the quality of life for children with chronic and life-threatening illnesses and life-altering injuries. For more than 25 years, the foundation has been providing entertainment, education and family activities that help people cope with the pain, fear and isolation of prolonged illnesses.

Why: This exciting adventure will allow young patients to temporarily escape the pain of their illness and have a completely unique experience. The kids and their families will have an opportunity to meet the crew of the airship, get a tour of the blimp, sit at the controls, and learn all about these unusual flying machines and what they do.

When: Friday, July 8th, at 5:30 PM

Where: 9800 Ashton Road, Philadelphia, PA. 19114

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