



Just for them.

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**Children's Hospital of Michigan Wins
Fun Center Contest Sponsored by
Colgate-Palmolive and Starlight Starbright Children's Foundation**

Detroit, MI (March 7, 2008) – The Children's Hospital of Michigan was declared the winner of a contest for a Fun Center sponsored by Colgate-Palmolive and Starlight Starbright Children's Foundation. The hospital received the highest number of votes in the online contest and will receive two Fun Centers as a result.

In celebration of Black History Month, Colgate-Palmolive and Starlight Starbright Children's Foundation teamed up to help children with sickle cell disease and their families by providing Fun Centers to nine hospitals across the county. Throughout the month of February supporters of the nine children's hospitals could vote once a day online for their favorite hospital.

Children undergoing treatment in the Sickle Cell Clinic at the hospital will be able to enjoy the Fun Center, which are designed to combat anxiety and weariness. The Fun Centers, scheduled to be delivered this spring, are equipped with a Sharp AQUOS LCD television, a DVD player and a Nintendo Wii system.

Throughout the month of February supporters of the nine children's hospitals could vote once a day online for their favorite hospital. Through the outpouring of support of the Metro Detroit community, Children's was declared the winner with the most number of votes and will receive two Fun Centers.

"We are so grateful for the outpouring of support from our community. Our patients now have a new activity to distract them while undergoing treatment," said Patrick R. Kelly, vice president of development at the Children's Hospital of Michigan. "We are appreciative to Colgate-Palmolive and Starlight Starbright Children's Foundation for including our hospital in the contest."

A program of Starlight Starbright Children's Foundation, Fun Centers roll right up to the side of young patients' beds or anywhere in a hospital setting, which makes them perfect for hospitalized children in numerous situations: anticipating surgery, during long outpatient clinic treatments, waiting in the emergency room or fighting loneliness after visiting hours have ended. It is this versatility that has made Fun Centers an invaluable tool in Starlight's programmatic efforts to counter the isolation and fear often experienced by sick children. Caregivers report that Fun Center use may even result in a reduced need for pain medication. Since the program's inception, more than 5,000 Fun Centers have been placed at more than 1,000 hospitals

throughout North America. To learn more about the Fun Center program, visit www.starlight.org/funcenter.

“Fun Centers uniquely counter the isolation and fear often experienced by sick children in the hospital,” said Paula Van Ness, CEO of the Starlight Starbright Children’s Foundation. “The Fun Center is a welcome guest when other visitors aren’t around. Playing a video game or watching a movie helps pass the time more quickly and distracts young patients from their pain.”

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The Children’s Hospital of Michigan

Founded over 120 years ago, the Children’s Hospital of Michigan is the first and only hospital in the state dedicated exclusively to the treatment of children. A leader internationally in neurology and neurosurgery, cardiology, oncology, and diagnostic services, it is ranked one of America’s best hospitals for children. More Michigan pediatricians are trained at the Children’s Hospital of Michigan than in any other facility. Children’s Hospital of Michigan is one of nine hospitals operated by the Detroit Medical Center (DMC). The DMC is proud to be the Official Healthcare Services Provider of the Detroit Tigers, Detroit Red Wings, Detroit Pistons and Detroit Shock.

Colgate-Palmolive

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom’s of Maine, Ajax, Axion, Soupline, and Suavitel, as well as Hill’s Science Diet and Hill’s Prescription Diet. For more information about Colgate’s global business, visit the Company’s web site at <http://www.colgate.com>.

Starlight Starbright Children’s Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For nearly 25 years, Starlight Starbright Children’s Foundation has dedicated itself 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 32 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-midwest.org.

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