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**STARLIGHT CHILDREN'S FOUNDATION CELEBRATES WITH
SCOTTSDALE HEALTHCARE SHEA AFTER RECEIVING A FUN CENTER**

PHOENIX (December 18, 2009) – Starlight Children's Foundation of Arizona and Scottsdale Healthcare Shea are celebrating this holiday season after the donation of a new Fun Center and PC Pal for the hospital's pediatric ward. Jim Piccolo, founder of the Frank Edward Piccolo Foundation, donated \$75,000 to Starlight to help benefit and transform the lives of seriously ill children and their families in and around Arizona.

“We are thankful for this pledge and look forward to seeing all the smiling faces this support will create,” said Jo Ann Yeo, community development officer for Starlight Arizona. “This partnership will also help us continue to increase awareness of Starlight and its services within our local community.”

Jim Piccolo founded the Frank Edward Piccolo Foundation in 2007, with the aspiration to join forces with other philanthropists who share a desire to make an impact in the community; supporting foundations and helping them meet their goals. Piccolo is nationally recognized as a true innovator and visionary in today's mass-media market. A well-known educator and motivator, Piccolo has created more than 40 companies and is acknowledged for his contributions and support of children's charities nationwide.

Starlight Children's Foundation is a national, 501(c)3 organization founded in 1983 with the goal to empower and improve the quality of life for seriously ill children. For 25 years the organization has dedicated itself to helping ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Each month, Starlight touches the lives of more than 220,000 young people and their families nationwide.

To learn more about the magic of Starlight in Arizona, call (480) 280-5289 or visit www.starlight.org/arizona. For more information about the Frank Edward Piccolo Foundation, visit www.frankedwardpiccolo.org



Jim Piccolo, founder of the Frank Edward Piccolo Foundation, daughter Samantha Piccolo and Starlight Children's Foundation mascot, Starry, celebrate after the donation of a new Fun Center and PC Pal for Scottsdale Healthcare Shea



Starlight Children's Foundation and supporters celebrate the new Fun Center and PC Pal donated to Scottsdale Healthcare Shea by the Frank Edward Piccolo Foundation. Here, Jim Piccolo, patients and supporters watch as the new items are revealed.