

MEDIA ALERT

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FOR IMMEDIATE RELEASE ~ PHOTO & INTERVIEW OPPORTUNITIES

Scottsdale Healthcare Shea Medical Center Enhanced NICU Treatment Room for Newborn Infants Intensive Care from Fiesta Bowl Charities

What: Fiesta Bowl Charities generously sponsored a *Starlight Site*TM Care Room at Scottsdale Healthcare Shea Medical Center which is a beautiful, themed child-friendly NICU (newborn intensive care unit) treatment room within the hospital that help ease children's fear and distract from their pain during difficult or invasive hospital treatments. Making the rooms warmer and more comforting will help make the child's experience less frightening and at the same time increase his or her cooperation during the treatment process.

Over the next five years at the average estimated service level, this Starlight Site treatment room sponsored by Fiesta Bowl Charities will have a phenomenal impact—soothing newborn infants and their families during 18,000+ visits.

Where: Meet/greet in the main lobby – ceremony held on the second floor, in front of the Starlight Site (NICU treatment room)

9003 East Shea Blvd (free valet parking available at main hospital entrance)

When: **Wednesday, January 25, 2012 from 1:00p.m. to 1:30p.m.**

Photo and interview opps include: hospital staff, NICU family graduates, sponsors and ribbon-cutting!

Background: The purpose of the Starlight Site program is to vastly improve psychological, emotional health for seriously ill children.

*Starlight Site*TM playrooms, teen lounges, waiting rooms, treatment rooms and playgrounds are beautifully designed, inviting hospital environments created to provide pediatric patients and their siblings with a place to relax and play during their hospital stay. *Starlight Site* care rooms provide a warm environment in which young patients (ages 0 to 18 years old) can receive treatments.



About Fiesta Bowl Charities: Fiesta Bowl Charities (FBC) strives to enhance organizations that contribute to the success of their communities through youth, sports, education and human services. It conducts two funding cycles per fiscal year. All donations made by Fiesta Bowl Charities are subject to review and approval by the Fiesta Bowl's Community Relations and Charitable Giving Committee. FBC also partners with local non-profit organizations and the community events they support. It has partnered with over 80 organizations in 2010-11 and promotes volunteerism through projects executed by the Fiesta Bowl Committee. For more information on Fiesta Bowl Charities, visit fiestabowl.org.



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About Scottsdale Healthcare Scottsdale Healthcare is the community-based, nonprofit parent organization of the Scottsdale Healthcare Osborn Medical Center, Scottsdale Healthcare Shea Medical Center and Scottsdale Healthcare Thompson Peak Hospital, Virginia G. Piper Cancer Center at Scottsdale Healthcare, Scottsdale Healthcare Research Institute and Scottsdale Healthcare Foundation. A leader in medical innovation, talent and technology, Scottsdale Healthcare was founded in 1962 and is based in Scottsdale, Arizona. For more information, visit www.shc.org.



About Starlight: Starlight Children's Foundation™ was founded in 1983 to help seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Each year, Starlight Children's Foundation Arizona touched the lives of more than 74,000 children and their families statewide. www.starlight.org/arizona .