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STARLIGHT CHILDREN'S FOUNDATION'S™ ANNUAL 'SPARKLING STARRY SOIREE' HELD AT WESTIN KIERLAND HONORED DAVE KOZ WITH PICCOLO HUMANITARIAN AWARD

**STARLIGHT CORPORATE CHAMPIONS AWARDS ~
GO DADDY AND MARACAY HOMES**

Annual event raised more than \$218,000 in donations to benefit seriously ill children in Arizona and also raises funds for two Fun Centers™ for Valley hospitals!

PHOENIX, AZ (April 13, 2011) – Starlight Children's Foundation Arizona hosted its annual "Sparkling Starry Soirée" this past weekend at the Westin Kierland Resort & Spa, and the annual evening event helped raise more than \$218,000 in donations, which will benefit programs dedicated to helping thousands of seriously ill children and their families. This event also raised funds for two *Fun Centers™* to be provided to local hospitals.

Event emcee *KYOT* morning show host Melissa Sharpe graciously lent her voice and talent to the evening program, Bill Heywood was the event Chairman, Blythe Sweeney, vice president of marketing for Maracay Homes was the event chair and the entertainment included Grammy-nominated saxophonist Dave Koz and acclaimed jazz artist Jay Soto and band, whose music is featured on *95.5 KYOT* as well as introducing Neamen Lyles, one of Arizona Jazz Institute's rising stars jazz saxophonist. Delicious cuisine was donated by Radisson Resort Fort McDowell, Westin Kierland Resort and Spa, Renegade Canteen and Pacific Seafood.

Corporate champion awards were given to Go Daddy for their contribution to the Starlight Care Room program, (renovating a pediatric treatment room which serves approximately 18,000 visits per year by pediatric patients) at the Arizona Children's Center at Maricopa Medical Center and Maracay Homes for their annual "Fill Our House With Love" holiday toy drive campaign, generating

thousands of toy donations across the state for local hospitals as well as Maracay Homes annual sponsorship of a holiday Great Escape event at the Phoenix Zoo lights for hundreds of seriously ill children and their families held each December for the last two years.

The Jim Piccolo Humanitarian award was given to Dave Koz, in recognition for his magnificent contributions spanning more than 17 years of support of Starlight programs across the country. “I am honored and humbled to accept this prestigious award. As I mentioned that night, it's kinda weird to accept an 'award' for something that I find such a 'reward' in every way. I love Starlight--it's mission, it's people and most importantly, the kids...and now even more, I remain 100% committed to this wonderful organization,” said Dave Koz, global ambassador for Starlight Children’s Foundation.

Special acknowledgment to 95.5 KYOT for their generous radio support. The event was sold out and raised thousands of funds through tickets sales, sponsorships, silent and live auctions. The night concluded with the live auction including exclusive packages such as backstage concert entertainment packages with jazz musician Dave Koz, as well as a Dave Koz Friends at Sea 2012 European Cruise, private dinner packages with Alice and Sheryl Cooper at the Piccolo residence, two separate Chef Tables - one at Tarbell’s Restaurant and the other at Sapporo Restaurant (limo donated by White Tie International). “Last year, Starlight Arizona touched the lives of more than 72,000 seriously ill children and their families statewide,” said Jo Ann Yeo, director, southwest region. “We know that this success of this year’s event will help us reach even more children. The money raised from this event will help Starlight provide entertainment to brighten children’s lives through our many hospital programs like our *Fun Centers*TM, and our monthly family recreational events outside of the hospitals, *Great Escapes*TM” program.

About Starlight Care Rooms (renovated hospital treatment rooms). It is in these rooms where some of the child’s most difficult and painful experiences occur – such as spinal taps, biopsies and other invasive examinations and procedures – the rooms themselves are often dreary and intimidating. Medical staff, parents and the children themselves asked Starlight to improve these environments to help calm worries, reduce fears, provide a distraction from pain. 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.

About: Fun Centers are mobile entertainment units containing a Sharp AQUOTM LCD television, state-of-the-art Nintendo WiiTM with all the latest video games, as well as a DVD player with movies to help with fun distraction for hospitalized children.

About: Great Escape “monthly” activities were created to provide families with a chance to spend recreational time together to relax, regroup, connect and return home with a renewed sense of

strength and hope. Activities can include a trip to the zoo, concert, sports game, etc. on average for up to 250 Starlight children and their families.

About Starlight Children's Foundation ~ For 25 years, Starlight Children's Foundation, an international, 501(c) 3 organization, has been dedicated 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.

For more information about Starlight Children's Foundation, future support, volunteer opportunities or referrals, call (480) 280-5289, email: joann.yeo@starlight.org or visit www.starlight.org/arizona.

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PHOTO CAPTION: Starlight Children's Foundation held its 2011 Sparkling Starry Soiree this past Saturday to raise funds to support its programs for seriously ill children and their families in Arizona. Photo taken by Kelly Shaughnessy, Tailwinds Images.



Photo A: Pictured from left to right: grammy nominated saxophonist Dave Koz, Starlight CEO Jacqueline Hart-Ibrahim, Starlight Southwest Regional Director Jo Ann Yeo, friend of Starlight Gary Morris



Photo B: Pictured from left to right: Jim and Mary Piccolo, co-founders of the Frank Edward Piccolo Foundation, Dave Koz