

Starlight Starbright Children's Foundation

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**Starlight Children's Foundation and Starbright Foundation Merge; Newly-formed 'Starlight Starbright Children's Foundation' Makes Plans to 'Brighten the Lives of Seriously Ill Children' Worldwide**

Two major children's charities – 'Starlight' founded by producer Peter Samuelson and 'Starbright' founded by Mr. Samuelson and Steven Spielberg – come together to benefit two million seriously ill kids and their families each year. Paula Van Ness, former CEO of Make-A-Wish Foundation of America, heads new group.

**LOS ANGELES – July 13, 2004** – The Boards of Directors of the Starlight Children's Foundation and the Starbright Foundation today announced that the two Los Angeles-based children's charities have merged to create the Starlight Starbright Children's Foundation. Both groups are tax-exempt 501(c)(3) non-profit organizations.

Starlight Children's Foundation was established in 1983 by film producer Peter Samuelson. The Starbright Foundation was founded in 1990 by Mr. Samuelson and Steven Spielberg. Children and teenagers served by Starlight Starbright Children's Foundation suffer from chronic, serious, or life-threatening illnesses and injuries, including children living with diseases such as cancer, cystic fibrosis, diabetes, heart disease, asthma, kidney disease, as well as those impaired by severe traumatic injuries such as catastrophic burns and spinal cord injuries.

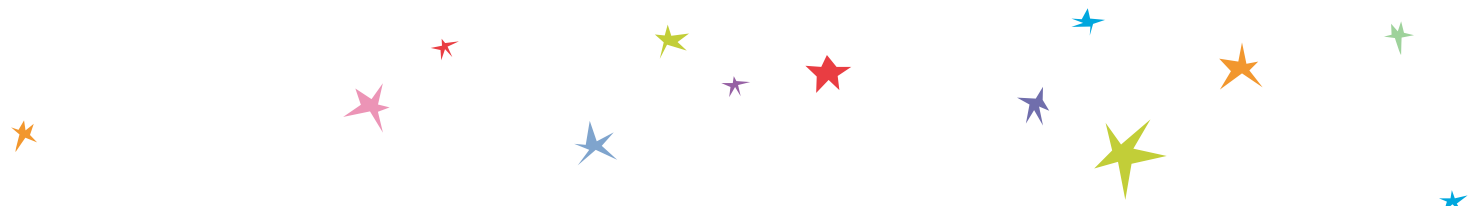
Mr. Samuelson, who serves as Chairman of the Board of Directors of the new Starlight Starbright Children's Foundation, said that while both foundations have always worked cooperatively since they were founded, the time was right for Starlight and Starbright to merge to promote the growth and expansion of a single non-profit organization dedicated to serving seriously ill children.

"These two extraordinary organizations have been like 'twins separated at birth'. Now they are rejoined and we believe all our programs will operate better through the merger, enabling us to reach more children more efficiently. The merger also gives us a successful platform from which to launch new programs for seriously ill children, as well as their families and the healthcare professionals who treat them," Mr. Samuelson said.

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*Brightening  
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Foundation Chairman Emeritus Steven Spielberg said, "With the merger, more kids than ever will be able to reclaim a sense of their childhood, reducing their fear and isolation. Above all, this expansion is a reminder that behind every serious childhood illness is a child and a family."

"More than 150,000 ill children are served by Starlight each month in the United States, Australia, Canada, and the United Kingdom. Starbright serves more than 30,000 ill kids and teens each month. We will now reach significantly more children through Starlight Starbright. That was one of our major reasons for undertaking the merger," Mr. Samuelson added.

The new Board of Directors of the Starlight Starbright Children's Foundation has appointed Paula Van Ness to serve as the foundation's Chief Executive Officer. Ms. Van Ness most recently served as President and CEO of Make-A-Wish Foundation of America.

She has extensive experience in heading major non-profit human service organizations including the National AIDS Fund, National Alliance to End Homelessness, AIDS Project Los Angeles, and "America Responds to AIDS," a national health awareness program operated by the U.S. Centers for Disease Control and Prevention.

Ms. Van Ness said, "This is an exciting time for the Starlight Starbright Children's Foundation. I am thrilled to be a part of the team that will work to take this foundation's resourceful and imaginative programs and services for seriously ill children to the next level. Starlight Starbright makes a world of difference for sick kids and their families, connecting them with information and resources at the time when they need them most."

The Starlight Children's Foundation was started by Mr. Samuelson and actress Emma Samms. For the past 20 years, its mission has been to brighten the lives of seriously ill children and their families through programs that provide fun, respite, and a sense of community. Starlight offers an impressive menu of both in-hospital and outpatient programs and services that are available during the entire course of a child or teen's illness or recovery. Starlight's goal has been to provide a myriad of opportunities to recapture the joy and laughter that serious illness takes away from children.

The Starbright Foundation was formed 14 years ago by Mr. Samuelson and producer-director Steven Spielberg to create and measure the impact of innovative software products that empower seriously ill children and teens to address the challenges that come with prolonged illness.

Starbright's signature product is "Starbright World®", an online community that connects seriously ill children and teens across North America. The Starbright Foundation also has produced a number of videos and CD-ROMs to educate children and teens about their diseases by blending kid-friendly medical information with entertaining graphics, characters and animation.

"When we founded Starbright in 1990," Mr. Samuelson said, "I initially expected it to be a fully integrated part of Starlight. But what Steven Spielberg and I were attempting was as risky as it was worthwhile, since Starbright was engaged in production and operated as a non-profit studio making software to address the specific needs of seriously ill children."

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"So it seemed best to wall off these risks from Starlight's other valuable activities. Now, here we are together, 14 years later, after Starbright has proven that many kinds of valuable and award-winning software can be created with safety as well as huge benefits to ill kids."

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"The synergies between the two organizations are considerable in terms of research, product development, distribution, and fundraising. Now is the right time to create the highest and best configuration to serve these very special children," Mr. Samuelson added.

The Starlight Starbright Children's Foundation offers a range of programs to seriously ill children and their families to reduce pain, anxiety and isolation, including:

- **Starbright World®** – a private Internet-based online community specifically developed for children and teens to offer peer support and empathy to one another through video conferencing, email, bulletin boards and community activities. Published studies show the network is effective in reducing pain, anxiety and isolation.
- **Family Room** – an online community that provides information and support to help parents care for their seriously ill children. The site features practical tips, daily solutions, and inspiring personal stories from other parents.
- **Starlight Sites** – specially-constructed kid-friendly oases where pediatric patients can relax, entertain themselves, or interact with others, away from the tedious routine and rigors of hospitalization. Through the funding leadership of Toys "R" Us Children's Fund and Hollywood Video, playrooms and teen lounges serve as havens within hospitals for pediatric patients and their families.
- **Fun Centers** – mobile high-tech entertainment units featuring flat panel TVs, DVD players and Nintendo GameCubes™ that roll up to a child's bedside and provide hours of fun and distraction for pediatric patients.
- **PC Pals** – mobile computer units that provide bedside entertainment, education and filtered Internet access, enabling hospitalized children to stay connected to their families and the outside world.
- **Hospital Happenings** – parties and events for pediatric patients that help combat the loneliness, isolation, and anxiety frequently experienced by hospitalized children.
- **Kids Activity Network** – sponsored outings and events for seriously ill children and their families.
- **Videos, CD-ROMs, comic books ("The X-Men in Life Lessons")** and other computer-based interactive and online programs designed to help children better understand and cope with their medical conditions.

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The Starlight Children's Foundation has been supported over the years by many of this country's leading corporations, including: American Airlines, AmericanGreetings.com, AOL, Artisan Entertainment, Bandai America, Inc., Best Buy Co, The Boston Consulting Group, The Boyds Collection Ltd., Britannica.com, Claus.com, Colgate-Palmolive Company, Comcast, Compaq, Computer Associates, DisneyHand, eBay.com, Electronic Arts' pogo.com, Embassy Suites Hotels, The ESA Foundation, Feld Entertainment, Fox Kids World, Hasbro, Hilton Hotels, Hollywood Video, iN Demand, Kellogg's, Knowledge Adventure, Kodak, Microsoft, Motion Wear, Nestle, Nintendo of America, Inc., Porchlight Entertainment, Red Robin Gourmet Burgers, Samsung, Sharp, Snapple Beverage Corporation, Southpeak Interactive, Starbucks Coffee Company, Toys "R" Us Children's Fund, Inc., University Games, Yahoo!, Ultra Diamond and Gold Stores, Vivendi Universal Games, Wal-Mart, and Ziff Davis Media, Inc.

The Starbright Foundation has received major support from AOL, The California Endowment, Coca-Cola, Conde Nast, Dell, Eli Lilly, The ESA Foundation, Gartner, GlaxoSmithKline, Heinz Family Foundation, HSN, Lego, Lyrick Studios, Marvel Enterprises, Microsoft, Northwest Airlines, OPI Products, Paul G. Allen Charitable Foundation, Inc, Paul Mitchell, Ronald McDonald House Charities, Sprint, Troy Aikman Foundation, Technicolor, U.S. Centers for Disease Control and Prevention, Vivendi Universal, WEA, and Wired Magazine.

The newly-merged Starlight Starbright Children's Foundation touches the lives of two million seriously ill children and their families each year. Starlight Starbright provides programs and resources through a network of local and regional chapters that work cooperatively with more than 1,000 hospitals, healthcare associations and providers. Starlight Starbright actively partners with children and their families throughout the U.S., Canada, Australia, and the United Kingdom.

In keeping with its new status, Starlight Starbright Children's Foundation has unveiled a new "starburst" corporate logo developed by Addison, a creative-services company with offices in New York and San Francisco. Addison donated its brand identity design work to the foundation.

For more information on Starlight Starbright Children's Foundation, please visit our website at [www.slsb.org](http://www.slsb.org).

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