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JEWELERS FOR CHILDREN GIVES A GIFT TO IMPROVE THE QUALITY OF LIFE FOR SERIOUSLY ILL CHILDREN IN OREGON AND CALIFORNIA

**\$50,000 contribution will grow three signature Starlight Starbright programs: Great Escapes, PC Pals and Fun Centers*

***JFC and Starlight Starbright Unveil a Signature 'Sparkling Sundae' Great Escape*

(LOS ANGELES) – Jewelers for Children (JFC) and the Starlight Starbright Children's Foundation understand that when a child has a chronic or life threatening medical condition, everyone in the family is affected. JFC is making a generous gift of \$50,000 to the Starlight Starbright Children's Foundation to help make a difference for seriously ill children and their families in California and Oregon by increasing Great Escapes, PC Pals and Fun Centers.

"Jewelers for Children is dedicated to reaching children whose lives have been devastated by illness," said David Rocha, Executive Director of Jewelers for Children. "Starlight Starbright's programs provide a fitting avenue for us to improve the quality of life of some of the most vulnerable children in California and Oregon."

In particular, the funds from Jewelers for Children will supplement the cost of two Great Escapes and three PC Pals in Oregon and four Great Escapes and four Fun Centers in California. Additionally, JFC executives and local state jewelers can participate as volunteers at various events when possible.

- **Great Escapes** are group outings and events that provide families with a chance to bond and recharge outside the hospital environment and away from medical treatments, while at the same time connecting them with other families facing similar challenges to build a network of support.
- **PC Pals** are durable, mobile and secure laptop computers that Starlight Starbright designed to meet the unique needs of hospitalized pediatric patients ages 5 to 18. PC Pals transform loneliness into community by keeping kids connected to life outside the hospital and boredom into distraction by providing hours of entertainment and fun. The units also enable young patients to easily keep up with school work.
- **Fun Centers** are a cornerstone program for Starlight Starbright. A Fun Center is an entertainment unit that includes a Nintendo GameCube™ system, a DVD player, and a flat screen monitor. The Fun Center is on wheels; it rolls right up to the bed or into a treatment room, wherever the child is within the hospital. Playing a video game or watching a movie helps pass the time more quickly and gives kids something fun to do in the meantime. The Fun Center is a welcome guest, when other visitors aren't around!

"Jewelers for Children wanted to create their own signature Great Escape," said Paula Van Ness, CEO of Starlight Starbright. "They are calling it 'Sparkling Sundae' and are inviting our families to make jewelry using their beautiful gems and beads while enjoying ice cream, chocolate and other sweets. I know that our children—including all their brothers and sisters—will just love it."

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The first Sparkling Sundae took place Sunday at the Embassy Suites Hotel at LAX. Close to 100 children and family members made jewelry, sang songs and read story books. Other activities included face-painting, balloon artists, and game stations. This signature Great Escape will be repeated several times in other communities in Oregon and California in the coming months – including one this Sunday in downtown Portland at the Embassy Suites (319 SW Pine Street, Portland, OR 97204).

About Jewelers For Children

Jewelers For Children was founded in 1999 by the U.S. jewelry industry with the mission of helping children in need. Since its inception, JFC has donated over \$23 million to programs benefiting children whose lives have been affected by illness, abuse, or neglect. This nationwide success is due to the continuing generosity of jewelry trade organizations, jewelry and watch manufacturing companies, jewelry retail stores, individual jewelry professionals, and jewelry consumers.

About Starlight Starbright Children's Foundation

Starlight Starbright Children's Foundation is a nonprofit organization that transforms the lives of seriously ill children and their families through imaginative programs that educate, uplift their spirits, foster a sense of community, and help alleviate the pain and fear of prolonged illness. Starlight Starbright offers an impressive array of in-hospital, outpatient, school and home-based programs and services that touch the lives of more than 180,000 children and families each month. To learn more visit www.starlight.org.

Supporters can use PayPal's Text to Give program to donate to Starlight Starbright today. Learn more at www.starlight.org/t2g.

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