



For Immediate Release

STARLIGHT STARBRIGHT BRINGS ITS COLLECTION OF INTERACTIVE SOFTWARE FOR SERIOUSLY ILL CHILDREN ONLINE –EXPANDING FREE ACCESS TO MILLIONS

LOS ANGELES – August 14, 2006 —Starlight Starbright Children’s Foundation has expanded development of its collection of interactive programs that educates pediatric patients about their conditions and various medical procedures, encourages them to communicate with healthcare providers and helps them feel more empowered about their illnesses. Making a major commitment to lessen the fear, anxiety and isolation often felt by seriously ill children, Hospira Foundation has provided the funds to convert the series from CD-ROM to a Web-based platform. Thanks to their generous gift, the programs are accessible to countless more sick and injured children and their families worldwide. Children and teens are able to explore procedures, go behind-the-scenes to see what doctors learn from each test, and discover ways to better prepare for the procedure. Information is presented in a non-threatening way in order to enhance a child’s understanding of – and cooperation with – their treatment plan.

“These programs were developed in response to children asking for health care information they could understand,” said Paula Van Ness, Chief Executive Officer of Starlight Starbright. “We help sick children understand, in a fun and engaging way, what they are going through and become less anxious about their conditions and some of the medical procedures like MRIs, CT scans and spinal taps, which can be painful and scary.”

The eight programs are as follows.

- *Cystic Fibrosis: Fitting CF Into Your Life Everyday*[™] (<http://cf.starlightprograms.org>) educates children ages 10-14 about the importance of sticking to treatments and helps them cope with the emotional challenges that accompany CF.
- *The Sickle Cell Slime-O-Rama Game*[™] (<http://sicklecell.starlightprograms.org>) empowers school-aged children to take control of their lives and provides them with basic disease concepts, pain management and coping techniques and communication skills for communicating pain to adults. It reinforces the use of the pain scale and encourages appropriate non-pharmacological pain interventions.
- *Living with Kidney Disease*[™] (<http://kidneydisease.starlightprograms.org>) prepares teens and pre-teens for the challenges—and benefits—of various treatments, and helps them understand the importance of adhering to their treatments.

- *Medical Imaging: Welcome to the Radiology Center™* (<http://radiology.starlightprograms.org>) offers children ages 6-10 the opportunity to learn preparation and coping tips, hear actual machine sounds and see results of each test.
- *Uncovering the Mysteries of Bone Marrow™* (<http://bonemarrow.starlightprograms.org>) describes the role that bone marrow plays in the body, offers coping strategies for the procedure, and provides children ages 10-15 with the opportunity to compare actual slides of bone marrow from individuals with different medical conditions.
- *Blood Tests: Exploring Our Incredible Blood™* (<http://bloodtests.starlightprograms.org>) provides children ages 10-15 the opportunity to examine actual slides under a virtual microscope, learn coping techniques, discover donor and recipient compatibility, learn information about the composition of human blood and discover what the medical team can learn from a single blood test.
- *Discovering the Secrets of Spinal Fluid™* (<http://spinaltap.starlightprograms.org>) teaches children ages 10-15 why spinal fluid holds an important key to diagnosis and treatment, provides the opportunity to examine real slides of spinal fluid, and teaches coping techniques.
- *Spotlight on IV's™* (<http://ivs.starlightprograms.org>) is designed for children ages 6-9 and features a virtual nurse that provides real information for both novices and veterans of the procedure including the need for an I.V., what it feels like, and how to cope with getting an I.V.

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.

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