



## **SWAROVSKI TREE-TOPPER ARRIVES IN STAR STYLE AT ROCKEFELLER CENTER®**

***Swarovski's 550 pound, 25,000 Crystal Star Unveiled Alongside  
Celebrity-Designed Stars by Tyra Banks, Jamie Lee Curtis, Dakota Fanning, Teri Hatcher,  
Jennifer Love Hewitt, Paris Hilton, Robin McGraw, Maria Menounos and Brooke Shields –  
All for a Good Cause***

**Nov. 8, 2006 (New York City)** – It's a holiday tradition... Each year, Swarovski unveils a specially-designed 9.5 foot, 550 pound star adorned with over 25,000 crystals that sits atop the Rockefeller Center Holiday tree. But this year, a unique twist is being added. For the first time ever, celebrity-designed miniature stars will also be unveiled. Decorated by Hollywood celebrities – Tyra Banks, Jamie Lee Curtis, Dakota Fanning, Teri Hatcher, Jennifer Love Hewitt, Paris Hilton, Robin McGraw, Maria Menounos and Brooke Shields – these stars will be auctioned off to raise funds for Starlight Starbright Children's Foundation – a nonprofit organization dedicated to improving the quality of life for children with chronic and life-threatening medical conditions by providing education, entertainment and family events.

Each of the radiant creations will be auctioned on eBay beginning November 8 at [www.ebay.com/swarovski](http://www.ebay.com/swarovski). The auction will end on November 15.

A replica of the Swarovski star will be on display in Rockefeller Center as of November 17 to give visitors a chance to admire its size and craftsmanship up close. The lighting of the tree will take place on November 29 at 8:59 p.m. where guests can bask in the glow of the 25,000 Swarovski crystals that will light up the night.

"For two years in a row, Swarovski has demonstrated its commitment to our children and families by selecting Starlight Starbright as the beneficiary of their annual holiday promotion," said Paula Van Ness, CEO of Starlight Starbright. "Countless children are hospitalized at any given time, and Swarovski's generosity calls attention to these children and their families at a time of year when most of us are celebrating the holidays with our loved ones from the comfort of our homes. Thanks to Swarovski, our children are reminded that they are not alone"

Swarovski has also created a special 2006 holiday ornament – the most important item in the holiday collection – which is available at Rockefeller Center and in stores nationwide. This year's ornament is especially dazzling with its modern angles and Art Deco inspired facets. Swarovski will donate \$200,000 from sales of this ornament to Starlight Starbright, bringing the company's cumulative donation to over \$350,000.

The Swarovski star is comprised of 25,000 crystals, with 1 million facets. It measures 9.5 feet in diameter and is 1.5 feet deep. With a total weight of 550 pounds – including 300 pounds of crystal panels – the Swarovski Star is the largest star ever to grace the Rockefeller Center holiday tree.

A striking combination of art, science and technology, the Swarovski Star required a team of 15 designers, engineers, crystal makers, lighting consultants and construction technicians in Austria and New York 12 weeks to design. The team spent approximately 2,500 hours creating the star and ensuring that it will sparkle throughout the ever-changing New York City winter weather.

The Swarovski Star is composed of six outer rays and six smaller inner rays. The main surfaces of the rays are made of point-mounted safety glass, the same shatterproof glass that adorns the facades of New York City buildings. The crystals are affixed to the inner sides of the glass in a tight, fish scale-like pattern to ensure maximum brilliance. A highly polished and reflective metal forms the base of the star.

Said actress and on-air personality Maria Menounos, "I am excited to be working with Swarovski and Starlight Starbright this holiday season because I so admire how they bring smiles and laughter to children and families challenged by illness. They understand the trials these families face and lend support not just during the holidays, but throughout the year – before, during and after medical treatment."

The Swarovski Star first sat atop the Rockefeller Center tree in 2004.

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For more than a hundred years Swarovski, the Austrian family company based in Wattens in the Tyrol, has been the world's leading brand for cut crystal. Crystal jewellery stones and crystalline semi-finished goods for the fashion, jewellery and lighting industries are as much a part of the company's product range as gift articles, home accessories, and collectibles fashioned from faceted crystal. Swarovski's artistic and design abilities are evident in Daniel Swarovski Paris and Swarovski Jewellery, the company's accessory and jewellery ranges. Since 1995 visitors have been able to enjoy the ultimate crystal experience at the Swarovski Crystal Worlds. The Swarovski group also includes Tyrolit®, which produces grinding tools and abrasives, and Swarovski Optik, the company's optics division, with its precision optics for hunting and nature observation. In 2005 Swarovski achieved group sales of Euro 2.14 billion with a total of approximately 17,000 employees. Discover the magic of crystal online at [www.swarovski.com](http://www.swarovski.com)

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](http://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](http://www.starlight.org/t2g).

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