



### ***Coping with Chemo Wins a WebAward***

The Web Marketing Association recently awarded [\*Coping with Chemo\*](#) (CWC) a 2008 Health Care Standard of Excellence Award for “outstanding achievement in website development.” Developed and written with input from teen cancer survivors and medical experts, *Coping with Chemo* helps children and teens with cancer learn how to cope with the challenges of having cancer and undergoing chemotherapy and other treatments. CWC features a series of online animated webisodes that chronicle the stories of two teens with cancer and their struggle to cope with their disease and treatment. Each webisode addresses a different topic, including getting diagnosed, side effects, telling friends, and celebrating the last treatment. *Coping with Chemo* also has FAQs to answer many of the questions teens, their friends and family may have.



Web Marketing Association judges are asked to analyze and report on each website’s strengths and weaknesses. In making their determinations, judges considered a variety of categories, such as Content, Technology and Innovation. CWC fared especially well in the categories of Copywriting and Ease of Use.

Starlight sends a special thank you to Animax Entertainment for redesigning the site!

Also, as previously announced, a Spanish language version of *Coping with Chemo* is in the works. Starlight is still looking for donated services such as a graphic designer and a Spanish-speaking voiceover specialist to complete the project.

Check out [\*Coping with Chemo\*](#) today.



### **Give a Gift with Heart this Valentine's Day**



Are you looking for that perfect gift for someone special this Valentine's Day? Starlight is pleased to offer a wide variety of unique and meaningful

gifts in our online store. Whether you choose to give wine, gourmet cookies and other culinary treats, soy candles, jewelry, or clothing -- buying from any of the companies featured in our online store will translate into a donation to Starlight that will brighten the lives of the children and families we serve. Valentines Day is the perfect time to give a gift with lots of heart! Learn more about our exclusive Valentine's Day gifts at [www.starlight.org/onlinestore](http://www.starlight.org/onlinestore).



### **Is Starlight YourCause?**

Starlight has teamed up with [YourCause.com](http://YourCause.com), a site charged with empowering individuals to change the world through online networking, to help spread the word about Starlight and raise funds to help seriously ill children and their families. This week (ending Jan. 25) Starlight is a featured charity on YourCause.com, which means you'll receive a premium membership and full fundraising and promotional capabilities, including blogging tools, email templates, a photo album, an event calendar, special holiday tools, and more! Support Starlight by clicking on the Starlight logo on the [YourCause.com](http://YourCause.com) homepage, or click [here](#) to get started.

Several celebrity supporters have already signed up and selected Starlight as their charity of choice including [Ben Stiller](#), [Serena Scott Thomas](#), [Ryne Sanborn](#), [Ashley Tisdale](#) and many of our other StarPower Ambassadors. Join them today!



### **Central Hockey League Supports Starlight with its 'Hat Tricks for Kids' Program**



The Central Hockey League (CHL) announced recently that Starlight will be the recipient of the money raised through the Hoffen Foundation with the CHL's Hat Tricks for Kids program. The money will be given to Starlight at the conclusion of the regular season to help seriously ill children and their families cope with the challenges of prolonged illness.

Prior to the start of the 2008-09 CHL regular season, the league unveiled the Hat Tricks for Kids program, which reflected a partnership with Infinity Pro Sports and the CHL. The program will see Infinity Pro Sports donate \$25.00 to the Hoffen Foundation for every hat trick scored throughout the 512-game regular season schedule.

To view the full press release, click [here](#).



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