



Starlight's remarkable challenge is back! DONATE TO DOUBLE!

Imagine you are 10 years old with a serious illness. Summer is coming to an end, and school starts any day. While other kids your age are excited to make new friends and swap stories about their summer adventures, you are filled with fear. The chemotherapy you underwent during the summer has left you without any hair on your head. You are sick and weak almost all the time. All you can think is: what will the other kids say? Are they going to stare at me and make fun of my bald head? Will anyone want to play with me? Will I have to eat lunch by myself?

As the mother of a seriously ill child, I understand this fear. When my daughter was diagnosed with Type 1 Diabetes, she worried about how her friends would react when they saw her injecting herself with insulin or breaking out in a cold sweat and shakes when her blood sugar dropped dangerously low.

Sadly, I am all too familiar with how hospital visits and sickness can make kids feel alone and scared as the new school year approaches. I am also very familiar – thanks to my time as a board member with Starlight Children's Foundation – of just how important Starlight's programs are in alleviating the fear and loneliness experienced by seriously ill children.

Starlight's [Great Escapes](#) activities program, for example, gives families a chance to get away from their worries for a day of fun events where they can relax, regroup and gain strength and hope for their journey ahead. At these *Great Escapes*, children are able to bond with their extended Starlight family – with kids who are just like them – so that they are able to work through their fear and loneliness and face the new school year with the support of this community at their side.

That's why I am back to extend a challenge to everyone today...

Last September, Starlight raised \$10,000 to support seriously ill children across the country – and I matched every single one of those dollars. This year, Starlight and I are doing it again! The DONATE TO DOUBLE challenge is back!

With every single dollar Starlight raises between now and **September 25, 2011**, I will match it (up to \$10,000)! I invite you to take part in our DONATE TO DOUBLE challenge and help us bring programs to as many families as possible.

I believe in Starlight, and I believe in our ability to help seriously ill children face the challenges that lie ahead with courage and hope. Let me match your gift today! [Please click here to donate and have it automatically doubled!](#)

Thank you so much for your time and generosity. And, as always, thank you for your support of Starlight.



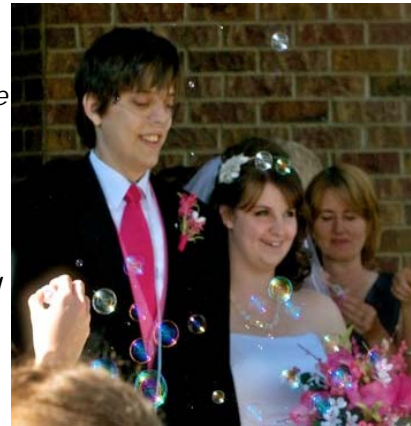
Sincerely,
Karen Jordan/Starlight Mom and Board Member



Spencer and Nikki: Life After "I Do"

"When I was a little girl growing up in Bird City, Kansas, I was always mesmerized by the large, stained glass windows of my church. I wanted these same windows surrounding me when I married Spencer on June 3, 2011.

"A week before the wedding, Spencer and I arrived in town to assist my mom with some last minute preparations. She was already so stressed! Of course, I had some pre-wedding jitters myself. Two days before the big day, I tried on my dress only to find out it was too large! Again and again, it was mom to the rescue.



"However, my actual wedding day proved to be absolutely GREAT."

[Read more](#) about the big day of our two Starbright World graduates – Nikki and Spencer - and what life has been like as newlyweds.

"If it wasn't for [Starbright World](#), Spencer and I would have never met," writes Nikki. "The staff and members of Starbright World and Starlight have played such a big role in our lives and they are very close and special to us... They have helped us through so much in our lives. They are family."



Roger Shiffman to Serve as New Global Board Chairman of Starlight



Starlight has named Roger Shiffman as its new Global Board Chairman.

Roger is a well-known figure in the toy industry who built, in separate phases of his career, two highly successful companies - Tiger Electronic Toys, makers of Furby, and more recently, Zizzle, the company behind the Pirates of the Caribbean™ and High School Musical™ line of toys.

It was actually retired-NBA superstar Michael Jordan who first introduced Roger to Starlight and its mission 23 years ago. Always passionate about helping children, Roger could not help but become involved and has remained active with Starlight ever since.

"I am grateful to the Board members of Starlight for their support of me in the position of Chairman and will do everything in my power to continue to earn their trust," he says. "Starlight is a unique and wonderful charity run by the most dedicated employees and volunteers I have ever come across who have touched the lives of millions of children and families in such positive ways. I see my role as doing everything possible to increase the visibility of Starlight Children's Foundation and, in turn, generate more support for Starlight so that we may continue to grow our services around the globe. Thank you to all

of you that make Starlight the amazing charity that it is and I look forward to meeting as many of you as possible during my term!"

Prior to becoming Global Board Chairman, Roger had been a member of Starlight's Board of Directors for many years, including time as Vice Chairman.

He is the third Board Chairman in the organization's nearly 30-year history.

Roger's new position with Starlight has already made headlines. Read recent articles by [The Huffington Post](#) and [The Highland Park Patch](#).

"As a longtime Starlight supporter and trustee, I am beyond thrilled to see Roger take the helm," Starlight Global Ambassador Dave Koz told *The Highland Park Patch*. "A man with a bigger heart, I don't know."

A University of Illinois at Chicago (UIC) graduate, Roger resides in Highland Park, IL, with his wife, children and grandchild.

Join us as we welcome Roger to his latest position at Starlight!

To see a complete list of Starlight's current board members, please visit www.starlight.org/board.



September is Childhood Cancer Awareness Month

September is Childhood Cancer Awareness Month, and now that it is just around the corner, it is an appropriate time to remind you of our [Coping With Chemo](#) series of online webisodes.

Developed and written with input from teen cancer survivors and medical experts, *Coping with Chemo* chronicles 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 and their friends and family may have.



Coping with Chemo has won numerous awards, including two Web Marketing Association WebAwards for "Outstanding Website" and "Health Care Standard of Excellence;" "Best of Category" in the Horizon Interactive Awards; a "Merit Award" from One Show Interactive; an "official honoree" designation from the Webby Awards "Best Use of Animation or Motion Graphics;" and a Gold Summit Creative Award.

We invite you to preview our webisodes at www.starlight.org/chemo or at [Starlight's YouTube channel](#).

Do your part for Childhood Cancer Awareness Month and spread the word!



Help Your Kids Read and Help Starlight With *Cowboys and Aliens: The Kids*



Starlight is proud to announce a global partnership with Orbit Media Group, LLC, centered on [Cowboys & Aliens: The Kids](#), its new interactive children's story App Book based on the NY Times Best-Selling graphic novel and blockbuster movie currently in theatres.

Cowboys & Aliens: The Kids provides children with an engrossing and immersive personalized experience of color, sights, sounds and wonder. It features activities such as individualized narration, coloring and painting, animation and picture manipulation throughout a storyline that encourages friendship through sharing.

The story revolves around three children that meet and become friends while playing with their toys.

Purchase *Cowboys & Aliens: The Kids* from iTunes by simply [clicking here](#)! With your purchase of *Cowboys & Aliens: The Kids*, Orbit will donate 25 cents to help Starlight better the lives of the families we serve.

Stay connected to all things *Cowboys & Aliens: The Kids* at www.cowboysandaliens.com.



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