



****MEDIA ALERT**

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***Live Now! eBay Auction for Two VIP Passes to Super Bowl 43
to Benefit Starlight Children's Foundation***

Thanks to an auction package sponsored by DIRECTV, the general public has the opportunity to make a difference in the lives of seriously ill children while experiencing Super Bowl 43! The eBay auction package includes 2 tickets and an opportunity to hang out with some of the biggest names in football, while making an impact in the lives of some very special smaller football fans – the seriously ill children Starlight serves each day.

The package includes:

- Two Super Bowl tickets
- Four nights in one of Tampa's finest hotels (hotel details provided to winning bidder)
- Two pre-game hospitality tickets
- VIP access to the DIRECTV Celebrity Beach Bowl

This is an incredible once-in-a-lifetime opportunity for some die hard football fans who'd also like to do some good. Sports fans...start your bidding!

**Visit www.ebay.com/DIRECTVSuperBowl for the auction which is live now!
The auction runs now through January 15.**

One hundred percent of the proceeds benefit Starlight Children's Foundation (www.starlight.org). Check out the YouTube video featuring DIRECTV's Andrew Siciliano here: <http://www.youtube.com/watch?v=K0uml-hSF4w>.

About Starlight Children's Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For 25 years, Starlight Children's Foundation has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

For more info, contact Donna DeDario at (323) 556-3322 or donna.dedario@starlight.org.

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