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## **BRING SMILES TO YOUNG PATIENTS WITH A SIMPLE MOUSE CLICK**

### ***Colgate-Palmolive and Starlight Starbright Children's Foundation Create Online Voting Site to Reward Five Deserving Hospitals with Fun Centers***

**New York, NY** (February 5, 2007) – Playing tag, shooting hoops and building forts are everyday activities for most kids, but children with chronic and life-threatening illnesses are often unable to participate in everyday activities with their peers. To bring a dose of fun to young patients, Colgate-Palmolive and Starlight Starbright Children's Foundation are asking people across the country to log on and vote for five lucky hospitals currently on a waiting list for "Fun Centers," mobile entertainment units that kids can enjoy at their bedside, or anywhere in a hospital setting, while they recover. This year, Colgate-Palmolive will sponsor 60 Fun Centers nationwide as part of their annual donation to Starlight Starbright Children's Foundation.

As part of a new program to bring Fun Centers to more hospitals and reduce the long waiting list, Colgate-Palmolive and Starlight Starbright are launching a national online vote, now through March 31<sup>st</sup>, inviting people to help their local hospital and local patients. With just a click of the computer mouse, people can show support at [www.colgate.com/starlightstarbright](http://www.colgate.com/starlightstarbright) for the hospital in their region and help five hospitals nationwide receive brand new Fun Centers. Each Fun Center is equipped with a flat screen monitor, DVD player and Nintendo Game System, transforming hospital time into playtime.

"The hospital waiting list for our Fun Centers continues to grow, year in and year out," said Paula Van Ness, CEO from Starlight Starbright Children's Foundation. "When Colgate-Palmolive, our partner for 17 years, expressed a desire to call attention to the waiting list and the needs of so many hospitals' pediatric wards, we were once again impressed by Colgate-Palmolive's deep commitment to our children and families. We hope this program will encourage others to support our goal and shorten the wait for Fun Centers."

### ***Helping to Brighten a Child's Smile Is Only a Click Away***

For the first time, Colgate-Palmolive and Starlight Starbright Children's Foundation have joined together to give communities across the country the power to make a difference in the lives of seriously ill children. The five hospitals with the most votes will receive a Fun Center delivered to their pediatric facility, removing them from the waiting list and bringing newfound enjoyment to their pediatric facilities.

“Because one of our core company values is caring about families, we focus on supporting programs that enhance the lives of children,” said Marie Agnes Daumas, Marketing Director, Colgate-Palmolive. “Our expanded partnership with Starlight Starbright is meant to engage the public in helping us make children’s smiles bright. Our hope is to one day remove all the hospitals from the foundation’s Fun Center waiting list.”

Since 1992, about 5,000 Starlight Starbright Fun Centers have been placed at more than 1,000 hospitals throughout North America. Caregivers report that Fun Center use may even result in a reduced need for pain medication.

Since its partnership with Starlight Starbright began, Colgate-Palmolive has donated 949 Fun Centers and more than \$7 million to the organization in an effort to continually improve the lives of young patients and their families. This contribution includes ongoing support of numerous programs established by Starlight Starbright and extensive outreach to encourage consumers to donate to the Starlight Starbright organization.

***About Colgate-Palmolive and Starlight Starbright Children’s Foundation:***

**Colgate-Palmolive** is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate's global business, visit the Company's website at <http://www.colgate.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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