



## **Starlight Unveils *Site of a Million Stars* -- a First-of-Its-Kind Online Charity Fundraising Initiative**

**Los Angeles – September 12, 2007** – Starlight Starbright Children's Foundation is excited to announce the launch of *Site of a Million Stars* at [www.millionstars.org](http://www.millionstars.org), a first-of-its-kind online charity fundraising initiative which unites individuals from all over the globe in a common mission to support seriously ill children and families.

The website features an introduction from William Shatner who invites visitors to become "one in a million" by adding a star of their own design to the million stars universe and using their personal star power to shine a light into the lives of families who need it most.

In exchange for a donation of \$5 to \$30, donors are able to create stars featuring a variety of sizes, colors, and effects. In return, donors get more than a tax receipt, they also have the chance to communicate with a global audience. By attaching a 250-character message, a photo/logo, and a website link (any external website, including social networking pages) to their star, donors are able to promote something (a business, school, new book, band, etc.) or pay tribute to a special person in their lives (parents, kids, pets, etc.) A donor's star and whatever he chooses to say or promote will be visible to everyone around the world who visits *Site of a Million Stars*.

Donors may choose to place their star in a galaxy that holds meaning for them. Current galaxies have been created by celebrities, bands and athletes (who contributed hand-drawn stars to the site); states/countries; schools; philanthropically-minded businesses; to celebrate occasions; and more. Individuals who agree to help spread the word may also create new galaxies to 1) invite friends and family to help celebrate a special event such as a birthday, wedding, bar mitzvah or graduation by making a donation; 2) provide a place for members of a community, place of business, school or other organization to collectively show their support; or 3) enable a group of friends and family members to recognize or remember a special seriously ill child.

Donors can direct their gifts to whichever Starlight office in the US, Canada, Australia, or Japan serves their local community.

"Starlight shines light into the darkness of childhood illness, and through *Site of a Million Stars*, anyone with Internet access and \$5 can help us make a world of difference," said Paula Van Ness, Chief Executive Officer of Starlight Starbright Children's Foundation. "*Million Stars* sponsors engage their friends and families in making meaningful contributions, and they also tell the world a little bit about who they are and why they created their stars. Through the power of the Internet, this campaign introduces an entirely new, interactive and global way for people to support children and families at the time they need it most!"

Awareness about *Site of a Million Stars* is spreading through the use of emails that donors can send to invite contacts to place a star near the one they have created; as well as through banner ads that can be placed using an embedded tag on a personal webpage that links back to the donor's star.

The site was developed by EPG Technologies.

All proceeds raised through *Site of a Million Stars* will support Starlight's international efforts to help seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Visit [www.millionstars.org](http://www.millionstars.org) to explore the online universe today.

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**About Starlight Starbright Children's Foundation and Starlight Children's Foundation**

When a child or teenager has a serious medical condition, everyone in the family is affected. For nearly 25 years, Starlight Starbright Children's Foundation has dedicated itself 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 32 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 delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit [www.starlight.org](http://www.starlight.org).

**About EPG Technologies**

EDpartnering was founded in 2001 to help clients better meet their needs by creatively bringing learning and technology together. Our founders have over 15 years experience in learning and technology and leverage this experience to create some of the most innovative solutions available. We work as consultants, designers, trainers, developers, and project managers for local, national, and international clients. Our offices are completely outfitted with high-speed Internet access, multiple development computers and servers, redundant power and backup systems, and a complete set of industry standard software. We have a collection of partner companies and consultants who are brought in on projects when necessary. This flexible business model reduces overhead while maximizing the quantity and quality of professional services we provide ultimately allowing us to deliver a substantial return on investment for clients. Clients include for-profit, non-profit, and educational organizations across the globe.

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