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**VOTE TO “SHOW THE LOVE” BY BRINGING FUN CENTERS  
TO YOUR COMMUNITY  
-Colgate-Palmolive Partners With Starlight Starbright’s Children Foundation  
During Black History Month to Help Children with Sickle Cell Disease-**

(LOS ANGELES, February 4, 2008) – During February’s Black History Month, Colgate-Palmolive and Starlight Starbright Children’s Foundation have teamed up to help children with Sickle Cell Disease and their families cope with the pain, fear and isolation of this terrible disease. By providing Fun Centers, mobile entertainment units that patients can enjoy at their bedside, or anywhere in a hospital setting, these children can forget about their illnesses for a moment and remember how to have fun.

Today through February 29<sup>th</sup>, residents can vote to support their local hospital with a simple mouse click by logging onto [www.colgate.com/showthelove](http://www.colgate.com/showthelove). The popular Fun Centers are designed to bring an instant entertainment with a brand-new Nintendo Wii™, DVD player, Sharp AQUOS™ LCD television and interactive games. All nine hospitals will receive one Fun Center in the spirit of bringing smiles to children but the one hospital that receives the most online votes will get an additional Fun Center – doubling the fun!

“It’s so important for kids with Sickle Cell to have fun and feel normal – even when they are stuck in the hospital for weeks at a time,” said T-Boz (Tionne Watkins) of the Grammy-winning R&B group TLC who was diagnosed with Sickle Cell Disease as a child and has been in and out of the hospital since she was seven years-old. “My longest hospital stay was for four

*-more-*

months in 2002. Having Sickle Cell has taught me to enjoy every day to the fullest. This is an incredible gift for kids and families while they are in hospital rooms.”

For children with Sickle Cell Disease, there is no cure. This red blood cell mutating disease which can block blood flow is inherited by children and can lead to a life of health complications and painful medical treatments. In the United States, sickle cell anemia affects about 70,000 people. It mainly affects African Americans, with the condition occurring in about 1 in every 500 African American births.

“We have seen first hand the smiles and joy that the Fun Centers have brought to faces of children that are living with Sickle Cell Disease and are often subjected to extended hospital stays,” said Paula Van Ness, CEO from Starlight Starbright Children’s Foundation. “Without the support of companies like Colgate-Palmolive, the donations of Fun Centers to children’s hospitals specializing in Sickle Cell Disease would not be possible.”

“Colgate-Palmolive is happy to support the Starlight Starbright Children Foundation’s mission to provide hospitals the Fun Centers to provide young patients with endless hours of fun and distraction during their hospital stay,” said Marie Agnes Daumas, Marketing Director, Colgate-Palmolive. “If these Fun Centers can take children mind off the disease for just a moment, it is a moment we have given back to them and their families, and that is priceless.”

### ***Participating Hospitals***

#### **Atlanta, GA**

Children’s Healthcare of Atlanta at Hughes Spalding

#### **Baltimore, MD/Washington, DC**

Mount Washington Hospital

#### **Charlotte, NC**

Levine Children’s Hospital

#### **Chicago, IL**

Rush Children’s Hospital

#### **Detroit, MI**

Children’s Hospital of Michigan

#### **Houston, TX**

Children’s Memorial Hermann Hospital

**Memphis, TN**

Baptist Memorial Hospital – Memphis

**New York, NY**

St. Luke Roosevelt Hospital Center

**Philadelphia, PA**

St. Christopher's Hospital for Children

***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>.

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**<sup>™</sup> 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 Starbright'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 offices, Starlight Starbright 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](http://www.starlight.org).

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