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## **FiveHumans® teams up with Starlight** *Ignorance is a Curable Disease®*

**FiveHumans®** is a company on a mission to cure ignorance of disease through hip, fashionable clothing. The collection supports numerous world-wide causes such as *Autism, Cancer, Asthma, Diabetes, and Heart Disease*. Through their creativity, **FiveHumans** launched a complete collection of disease related t-shirts for men and women, as well as a line for children: **LittleHumans**. Their tagline is *Ignorance is a Curable Disease®* - not because they intend to cure the world of ignorance through their own superior intellect, but because they believe that if humans can share their experiences and knowledge collectively about their causes and even their lives, they can begin to bring about awareness. That is why their intent is to spark conversations through their designs, products, and website- any way they can, so that the humans actually affected by a cause are the voice.

**FiveHumans** is proud to announce their partnership with the **Starlight Children's Foundation** [www.starlight.org](http://www.starlight.org). When a child is diagnosed with a serious illness, the day-to-day joys of childhood take a back seat to the rigors of treatment and hospitalization. For 25 years, **Starlight Children's Foundation** has dedicated itself to improving the quality of life for children with serious medical conditions by providing entertainment, education and family activities that help them cope with the pain, fear and isolation of prolonged illness. Its programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families with others facing similar challenges so that no one feels alone.

Serving more than 220,000 children each month, **Starlight** uniquely offers a comprehensive menu of both "high tech" and "high touch" programs. Its array of outpatient, hospital-based and web offerings enables them to provide ongoing support for children and families - before, during and after medical treatment. **Starlight** brings together experts from pediatric health care, technology, and entertainment to create programs that educate, entertain and inspire seriously ill children. Whether it's finding friends online, learning more about a disease, or just spending time together as a family, **Starlight** programs help children and families cope with the challenges they face daily.

Through their ongoing efforts, **FiveHumans** intends to donate as much money as possible to support non-profit organizations. **FiveHumans** has designated a charitable organization for every cause they support, each of which receives 10% of the sale price of any related product. All the **FiveHumans** gear (*Ignorance is a Curable Disease*) will support the **Starlight Children's Foundation**.

There are plenty of other causes for **FiveHumans** to wrap their t-shirts around, and with their innovative style and top notch apparel, **FiveHumans** has what it takes to raise awareness by using the power of impressions to help spread knowledge and erase fears and *ignorance*.

Finally, a hip t-shirt with a dual purpose...Style & Cause. Put it on and instantly become an advocate! Ignite thought while turning heads, through hip designs, attention-getting sayings and factual statistics.

For more information on **FiveHumans** and the **Starlight Children's Foundation**, please contact Meredith Morville-Reilly of Bella Public Relations, Inc. 212.868.8183 – [m.morville@bellapr.com](mailto:m.morville@bellapr.com)