

FOR IMMEDIATE RELEASE

**Starlight Children's Foundation Partners with Little Pickle Press to Create  
New Model of Cause Partnership to Benefit Children**

Children's Media Publisher Supports Starlight with Book Launch

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Los Angeles and Belvedere, CA -- Starlight Children's Foundation and Little Pickle Press announce a new cause-related partnership that integrates Starlight's goal to brighten the lives of seriously ill children, into the publisher's business model. "As a publisher that creates substantive media for children, we have a tremendous opportunity and responsibility to support issues of community importance," said Rana DiOrio, Founder and CEO of Little Pickle Press.

"The focus of our publishing is to create media that educates and engages children about important topics, such as diversity, being environmentally conscious, living in the moment, and giving back. What better way to do this than to raise awareness among families about the exemplary efforts of Starlight Children's Foundation to assist children in need?" added DiOrio.

Little Pickle Press is launching its first book today, *What Does It Mean To Be Global?* Starlight will receive 10% of the purchase price of this book as well as the next two in the series, *What Does It Mean To Be Green?* to be released in Spring 2010 and *What Does It Mean To Be Present?* to be released in Fall 2010.

"We are thrilled to partner with Little Pickle Press," says Paula Van Ness, CEO of Starlight. "The series provides a positive message to all children and at the same time will help Starlight better the lives of our children and their families."

*What Does It Mean To Be Global?* will retail for \$16.95. The book will be available online at [www.littlepicklepress.com](http://www.littlepicklepress.com) and through other book sellers. The eBook version for the iPhone will be available initially at [www.amazon.com](http://www.amazon.com).

Little Pickle Press is a 21<sup>st</sup> Century publisher of high quality, high impact books and feature-rich media for children. Founded in Spring 2009, Little Pickle Press brings a fresh approach to an industry in need of change, helping parents and educators cultivate conscious, responsible little people by inspiring its readers to help children in need, celebrate diversity, and protect the environment. Little Pickle Press prints and distributes all materials in an environmentally-friendly manner using recycled paper, soy inks, and green packaging. To learn more, please visit [www.littlepicklepress.com](http://www.littlepicklepress.com).

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. To learn more, please visit [www.starlight.org](http://www.starlight.org).

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