



MEDIA RELEASE
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Play it forward with Starlight

[Starlight Children's Foundation](#) (Starlight) is calling on the community to *play it forward* for sick kids this September with a brand-new fundraising challenge that celebrates what Starlight is all about – finding happiness through social connection and play.

Starlight UNO Games encourages individuals or teams to host a games event to help raise \$250,000 to brighten the lives of over 6,000 seriously ill children and their families across Australia.

For the month of September, participants can host their own games event with friends, families or colleagues to support Starlight's essential hospital programs for sick kids and their families, including [Captain Starlight](#) and the [Starlight Express Rooms](#) which are available in every children's hospital nationally.

Not only will their fundraising efforts raise vital funds to help bring sick kids the fun, play and happiness they need to cope with hospital and treatment, but players will also create important moments of joy and connection through their favourite games.

To get involved, fundraisers can pick any date across September to host an event and ask each of their guests to donate a chosen amount to participate. Hosts will receive a fundraising kit that contains resources including invitations, social tiles, how-to guides and fundraising ideas.

Participants can get creative to raise additional funds at the event through best dressed in UNO colours competition, prize raffles, re-entry or penalty fees or a lucky WILD card draw – every dollar counts for sick kids in need.

Six-year-old [Boston](#) (pictured) has endured a lot in his young life having dealt with Redundant Sigmoid Colon, a severe bowel disease since birth. Over the years, he has spent months on end in hospital, having endured over thirty surgeries coupled with long periods isolated in intensive care recovering.

But throughout the years, Starlight has been there for Boston bringing him moments of fun and happiness to break up his pain and loneliness. When he's feeling well enough, Boston loves going to the Starlight Express Room to UNO with Captain Starlight.

"Having fun and being able to play helps takes kids away from the reality of hospital life – it's a positive reward for all the hard stuff they go through. Happiness and laughter really make the world of difference in this environment and we're so thankful Starlight is there for Boston at every hospital admission," said Mum Amanda.

Evan Jackson, Digital Campaign and Experience Manager at Starlight said: "The alignment between this challenge and what we do at Starlight could not be more perfect. You could walk into the Starlight Express Room on any given day of the week and find Captain Starlight playing UNO as a form of positive disruption with seriously ill children – giving them moments of important social connection that change their healthcare experience for the better."

"Kids shouldn't miss out on play and fun just because they're in hospital. Join us this September and help Starlight continue to transform the hospital experience for seriously ill children. Because at Starlight we know happiness matters and what happens in childhood lasts a lifetime."



Throughout the month of September, major partner Mattel will be donating \$1 to Starlight from every deck of UNO cards sold at Big W, so it's the perfect time to grab a fresh pack.

Registrations are now open, and participants can sign up as individuals or teams and *play it forward* any time across September.

To find out more visit starlightunogames.org.au and share your games events via [@starlightau](https://twitter.com/starlightau).

For more information, please contact:

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About Starlight Children's Foundation

Starlight Children's Foundation brightens the lives of seriously ill and hospitalised children and young people by replacing pain, fear and stress with fun, joy and laughter. Since its establishment in 1988, Starlight has expanded to become the broadest reaching children's charity in Australia and has been consistently ranked as one of Australia's most reputable children's charities in Reptrak's Charity Reputation Index. Starlight has also been recognised as a Great Place to Work over the years. There is a Starlight Express Room in every major children's hospital around Australia. In 2024, Starlight created over 4.4 million positive Starlight experiences for children, teenagers and their families, and Captain Starlight brought fun and laughter to 115 hospitals and 125 remote communities. Starlight also granted 491 wishes in 2024, and almost 170,000 online sessions on interactive platform Planet Starlight www.starlight.org.au

