



STREAM RAISER

Go live to brighten lives



Media Release

Starlight supporters go 'live' for sick kids with new Stream Raiser challenge

Starlight Children's Foundation ([Starlight](#)) is introducing Stream Raiser - a new, innovative fundraising challenge that will see content creators across Australia & New Zealand going live to help raise \$200,000+ to brighten the lives of sick kids.

Running from 1-30 June, Stream Raiser is open to everyone - whether experienced streamers, or those new to the world of streaming online, anyone can register and go live on their platform of choice including Twitch, Facebook, YouTube, Instagram, Mixer & TikTok.

From broadcasting popular video games, music beats, fitness workouts and dances, food and lifestyle tips to beauty tutorials - streamers from all walks of life can get behind Stream Raiser to help raise vital funds for sick kids like 5-year-old William (pictured).

Once LIVE, streamers can help raise funds for sick kids by encouraging donations from their own online community via the [Stream Raiser website](#), the donation tool on Facebook Live or Tiltify platform on Twitch.

Starlight's National Partnerships Manager, Matt Geraghty, said Starlight is hoping to raise \$200,000+ to support its vital [hospital services](#), Captain Starlight and the Starlight Express Room, which are available in every children's hospital across Australia.

"Life as we know it has been turned upside down yet still, every minute of every day, a child is admitted to hospital in Australia. Now more than ever, hospitalised kids need fun and positive distraction to help them cope with the loneliness and fear they are facing," he said.

"Stream Raisers who fundraise \$500 will give 10 sick kids a fun Starlight surprise activity & craft pack to tackle boredom in hospital, and those who raise \$3,000 will help us deliver interactive Starlight TV to 10 sick kids on hospital wards."

Streamers can now register to participate on www.streamraiser.org.au, set their fundraising goal and from June 1, can go live on the platform of their choice.

Participants will receive fundraising and streaming support along the way, and will be rewarded for their fundraising efforts with prize incentives and exclusive Stream Raiser merchandise.

The campaign has already received interest from top social media influencers, celebrities and organisations, keen to help Australia's broadest-reaching children's charity.

Content creators going live include: pop music sensation [Kota Banks](#), AFL stars from the [Lockdown League](#), gaming streamer [Cubeyy](#), fitness influencer [Stef Turner](#), food artist [Jacobs Food Diaries](#), Dr Suzy Green, Starlight ambassador and Founder of [the Positivity Institute](#), and Starlight corporate partners [Dreamworld](#) and the [Queensland Ballet](#).

To celebrate the end of Stream Raiser, Starlight is also urging the public to tune into its free live stream event on Thursday 25 June between 5pm-8pm AEST. The event will feature streamers and Starlight ambassadors from across the worlds of gaming, music, fashion, food, entertainment and sports and will be broadcast via Starlight's [YouTube](#), [Twitter](#) and [Facebook](#) channels. Viewers who like the content and want to support Starlight can donate during the livestream via streamraiser.org.au.

To find out more, visit: www.streamraiser.org.au or follow the #streamraiser hashtag.

1 - 30 JUNE  streamraiser.org.au



STREAM RAISER

Go live to brighten lives



For more information, please contact:

Nicole Bowen, Starlight PR Manager, 0423 965 025 | nicole.bowen@starlight.org.au

Taylia Collis, Starlight PR Executive, 0413 695 862 | taylia.collis@starlight.org.au

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.

There is now a Starlight Express Room in every children's hospital in the country and over 180 Captain Starlights nationwide.

In 2019, Starlight granted 500 life-changing wishes with 100% of families recommending a wish experience to other families. Starlight also delivered over 610,000 positive Starlight experiences to seriously ill children, young people and their families.

www.starlight.org.au



1 - 30 JUNE  streamraiser.org.au