



play week



No matter the length, hospital stays can be lonely, stressful and scary. Something as simple as play can provide comfort, distraction and normalcy to kids living with a serious illness.

We're joining Starlight in celebrating the power of play all week long with Play Week. Because when we play, kids win.

The Challenge:

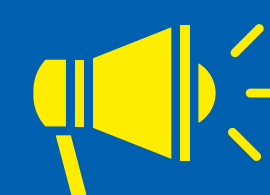
10 Days & 30 Pallets of Toys

In the next 10 days, help us fill an entire truck with toys!

That's 30 pallets.

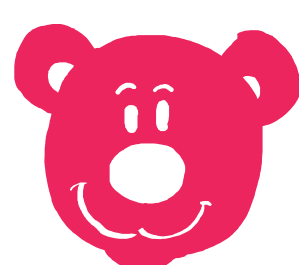
What was your favorite part of childhood? Favorite toy to play with? You can give a child that same happiness.

When you help kids play, they feel like kids first and patients second.



Call to Actions

- Kids are only kids once. When you donate, you help them feel like kids first and patients second.
- Let's fill that truck – can I have 4 people donate \$25? That's 4 kids we can reach.
- One donation = one moment of happiness. Who's sending one today?
- I need 5 legends with \$5 each to make a kid smile. Who's in?
- Let's change 5 kids' days right now. Can I have 5 people donate \$25?



Play is Essential to Care

Play helps hospitalized kids:

- Cope with stress and anxiety
- Build trust with doctors and nurses
- Feel less afraid of medical procedures

Play isn't just fun – it's an essential part of care.

The Reality

Hospitals know play is powerful, but here's the challenge:

- Hospitals rely on donors like you to give families play-programs for free
- Without community support, children may miss out on our essential programs

Hospitals rely on community support to make play possible for kids.

Kids Need Your Help!

When you donate, kids can receive Starlight toys, games and play-based programs for free

You can make a difference for kids across the country – Starlight partners with 800+ hospitals and medical facilities

You're funding the delivery of brand-new, high-quality toys – Starlight works with brands such as LEGO, Hasbro and Mattel

With your support, you're making sure all kids get access to this essential care.

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Starlight Toy Deliveries

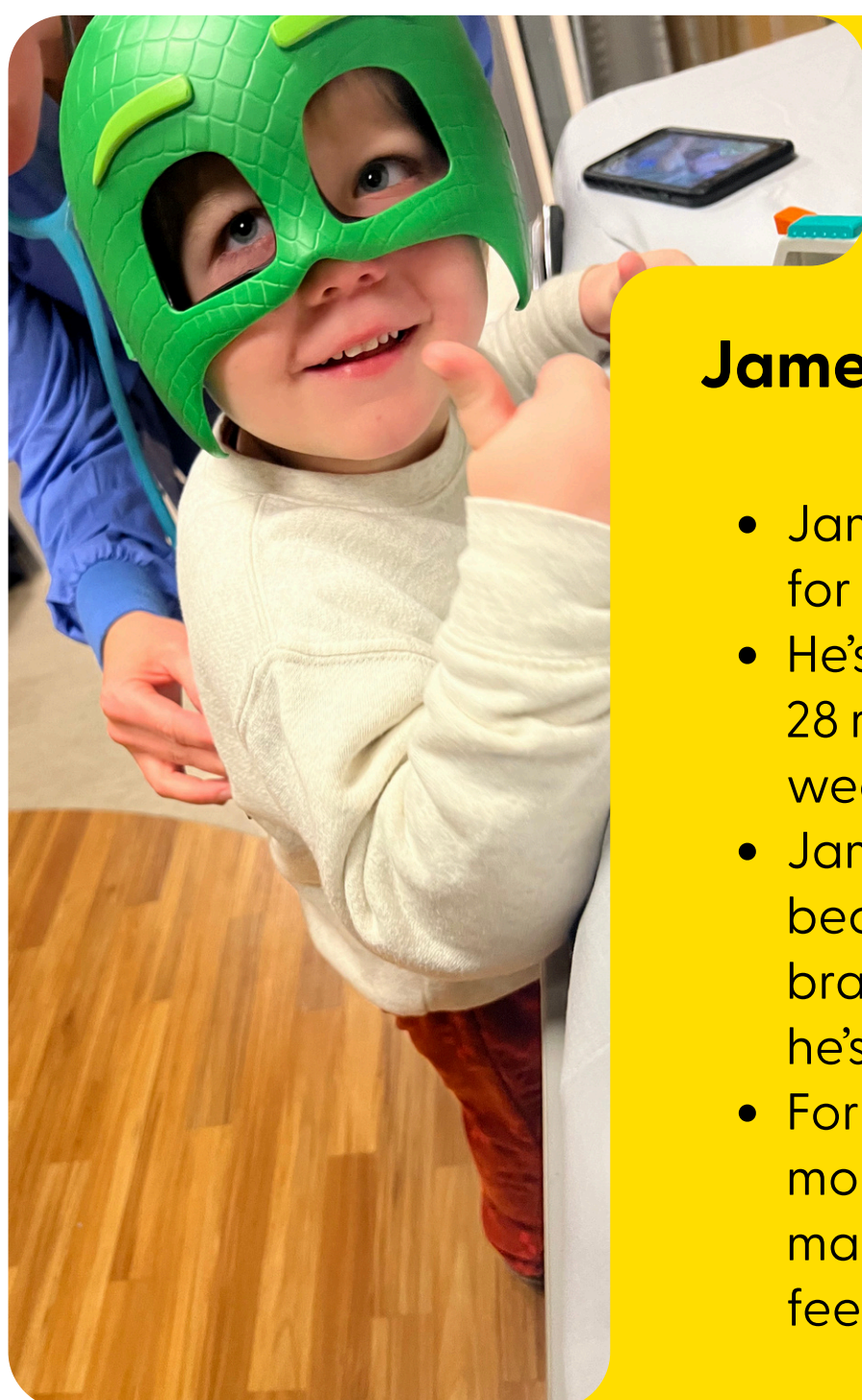
When you help kids play with toys, you're helping them:

- Feel less anxious
- Build trust with their care team
- Understand procedures through play
- Find distraction from pain
- Cope and find comfort
- Just have fun and be a kid
- Know they're not alone



Jameson's LEGO MRI Scanner set

- MRI scans were daunting and intimidating for Jameson – he was really nervous
- After playing with a LEGO MRI Scanner set and seeing what to expect, his anxiety melted away
- He walked into his MRI with confidence, even surprising the staff with how well he handled it



James' Bravery

- James has been fighting cancer for nearly 5 years, and he's only 6
- He's gone through chemotherapy, 28 rounds of radiation, and weekly hospital visits
- James is proud of the toys he gets because it reminds him how brave he is through everything he's faced
- For his family, those small moments of joy bring comfort and make an incredibly hard journey feel a little lighter



What hospital staff are seeing:

When you help kids play with toys, you're helping them:

- **82%** say Starlight toys make the hospital experience better for kids
- **83%** say they give kids a much-needed distraction
- **82%** say they help ease anxiety
- And nearly 3 out of 4 say kids are more cooperative during care