



starlight

Press Kit

Starlight Children's Foundation is a 501(c)3 organization that delivers happiness to seriously ill children and their families. Since 1982, Starlight programs have brought smiles to hospitalized kids by helping them heal faster. With your help, more kids and families can enjoy Starlight Virtual Reality, Starlight Hospital Wear, and Starlight Gaming, have impacted more than 21 million at over 800 children's hospitals across the US. To learn more, visit starlight.org and follow Starlight on Facebook, Instagram, and Twitter.



FAQs

What is Starlight's mission?

Starlight's mission is to deliver happiness to seriously ill children and their families.

When was Starlight founded?

Starlight was founded in 1982 by filmmaker Peter Samuelson and his cousin, actress Emma Samms.

What is the impact of Starlight programs?

Starlight supports kids and families at more than 800 children's hospitals and health care facilities in the US. We provide fun, state-of-the-art programs like Starlight Virtual Reality, Starlight Hospital Wear, and Starlight Gaming to thousands of hospitalized kids, at no cost to our hospital partners.

What is your total reach?

Since 1982, Starlight has brought smiles to more than 21 million seriously ill children and their families.

How many programs does Starlight provide?

Starlight currently provides seven programs: [Starlight Virtual Reality](#), [Starlight Hospital Wear](#), [Starlight Gaming](#), [Starlight Deliveries](#), [Starlight Hero Wagons](#), [Starlight Education](#), and [Starlight Spaces](#).

Who are your partners?

We align with world-class brands and companies, charitable foundations, groups and organizations to bring joy and comfort to hospitalized kids and their families. Starlight is fortunate to partner with incredible organizations, including:

Colgate-Palmolive
The Walt Disney Company
Fandom
Hasbro
Major League Baseball
Mattel
Nintendo of America
Northwestern Mutual
NY Islanders
Radio Flyer
Rebel Girls
Vonage Foundation

How can I find out about your next event?

At Starlight, we organize, sponsor and attend many events each month. To find out more, please contact Rick Jardiolin at rick.jardiolin@starlight.org.



CEO BIOGRAPHY

Adam Garone is the Chief Executive Officer of Starlight Children's Foundation in the United States. He is based in Los Angeles where he lives with his wife and two children. He was the co-founder and leader of the Movember Foundation from its beginnings in 2003 in Melbourne, Australia, which became one of the most innovative and impactful social enterprises ever created, raising more than \$1 billion, funding 1,200 men's health programs in 21 countries. Adam holds a Master's degree in Marketing from the Melbourne Business School, and in 2013 he was awarded the GQ Australia Man of the Year, in 2009 the Melbourne Business School Outstanding Alumnus Award, and in 2008 Ernst & Young Australian Entrepreneur of the Year.

Prior to joining Starlight Children's Foundation, Adam worked as a consultant and public speaker, sharing the essential skills it takes to build an extraordinary organization and a global movement.

Adam is leading Starlight as it expands its efforts to engage grassroots donors and world-class brands in transforming the hospital experience for seriously ill children through Starlight programs.

Drawing on his experience spanning nine years of service as an officer in the Australian military combined with co-founding and leading the Movember Foundation for 13 years, he has led Starlight Children's Foundation with a passion for sharing his experience and inspiring others to think big, have fun, and change the world.



Starlight Hospital Wear

Transitioning from regular clothes to a hospital gown is one of the most stressful moments of the pediatric patient's journey. However, when a child puts on a Starlight Hospital Gown, that moment can be magically transformative. Starlight Hospital Wear – gowns and pants – replaces less comfortable ones with high-quality, pajama-like fabric and features QR codes that provide interactive games, digital content, and more to sick kids during their hospital stay. Starlight Gowns are specially designed with snaps on the sleeves and ties down the side to provide better coverage for kids and easier access for hospital staff during medical procedures. Kids love wearing them!

Since 2016, over

434,500 Starlight Gowns

have been distributed to seriously ill children at more than

530 hospitals & pediatric units

in all 50 states.

92%

of family survey respondents agree or strongly agree that their child felt better in a Starlight Gown than a traditional hospital gown.

4.9/5

of staff report that Starlight Gowns make it easier for medical staff to build rapport with seriously ill children and their families.

87%

of staff report that the Starlight Gown's design makes performing routine tasks easier and more efficiently for medical staff and less stressful for children.



We LOVE our Starlight Gowns!!! When a child is given a Starlight Gown by our staff, it immediately changes the hospital gown and the hospital experience from being unfamiliar and anxiety provoking into something fun and nonthreatening.

- Peyton Katz, Child Life Program Supervisor at Hospital for Special Surgery



Comfort

Starlight Gowns are softer, provide more coverage, movement, and a better fit than a regular hospital gown.



Socialization

The colorful gowns are a conversation starter with everyone from clinical staff to other patients.



Normalization

Familiar characters and kid-friendly designs remind children of comfortable pajamas from home.



Procedural Support

Clinicians can easily perform routine medical procedures with multiple points of access.



Emotional Support

Choosing an outfit provides an outlet for kids to express emotions and identity through their appearance.

Starlight Virtual Reality

Starlight Virtual Reality is a state-of-the-art technology program that provides pediatric patients the opportunity to “escape” the walls of their hospital room into new worlds. While Starlight VR can be used to help distract kids during complicated medical procedures or as a resource to reduce stress and anxiety caused by hospitalization, in some instances, it can also offer a drug-free alternative to ease pain in patients. One of the first general use VR programs for hospitals, Starlight VR includes a wipeable, hospital-ready headset with kid-friendly content. Even patients with limited mobility can enjoy the experience just by using head movements.

Since 2018, over

1,800 Starlight Virtual Reality headsets

have transformed the hospital experience for more than

999,000 children at over

430 healthcare facilities

all 50 states.

71%

of hospital survey respondents report that sessions are 14 minutes or less

81%

of hospital survey respondents report active use of Starlight VR even through COVID-19

58%

of hospital survey respondents report that they use VR for procedural support.



Starlight Virtual Reality has been a game changer at Children's Hospital Colorado. Having an all-in-one system designed specifically to be used in a healthcare setting has accelerated adoption by our institution and multiplied by the number of patients exposed to virtual reality. With a diverse library of games and experiences vetted and ready to go, Starlight Virtual Reality is perfect for procedural support, distraction, mindfulness, and even just for fun!"

—Dr. James Thomas, Pediatric Anesthesiologist, Children's Hospital of Colorado



Entertainment

Immersive and stimulating content combats boredom, anxiety, and isolation.



Emotional Support

The ability for a child to be in control helps reduce anxiety during hospitalization and medical procedures.



Pain Management

Usage can help manage pain and distress associated with a variety of medical procedures by encouraging patients to relax and breathe through the discomfort.



Physical Therapy

Games can provide an opportunity to practice motions that can lead to reports of lower pain levels and an increased range of motion.



Procedural Support

Being immersed in a virtual experience decreases anxiety and stress, making medical procedures less challenging for patients and clinicians.



Starlight Gaming

Starlight Gaming Stations provide hospitalized kids a sense of normalcy and distraction from the stress and anxiety that often comes with being in a hospital. Powered by Nintendo®, Starlight Gaming Stations are designed so they can roll anywhere in the hospital, enabling children to play video games from the comfort of their hospital bed or in a playroom with a group of kids. They have become even more portable with the Starlight Gaming Handheld, which can go wherever a child must go without needing extra space or an outlet. In addition, both Starlight Gaming Stations and Handhelds are manufactured to meet strict infection safety protocols.



Since 1992,

7,542 Starlight Gaming Stations

have delivered happiness to over

13.4 million children at more than

975 children's hospitals & pediatric units

in all 50 States and Puerto Rico.

“

This [Starlight Gaming Station] has been such a valuable asset to our emergency department. Patients can have a very long stay here with us and it helps provide normalization as well as distraction during procedures. We have been able to use the Nintendo Switch to co-treat siblings who were both experiencing hospitalization together.

- Mackenzie Geiger, CCLS, Dell Children's Medical Center



Play

Highly interactive experiences engage children through mastery and achievement.



Emotional Support

Video games redirect a child's focus, resulting in reduced anxiety and improved mood.



Socialization

Gaming gives pediatric patients an opportunity to connect with their siblings, peers, and clinicians.



Normalization

Playing video games provides structure, familiarity, and security during hospitalization.



Pain Management

Engaging with games that require user participation leads to less perception of pain at the central brain level.



Starlight Deliveries

Starlight Deliveries provides hundreds of thousands of books, toys, games, arts & crafts, and other items directly to seriously ill and hospitalized kids. Thanks to the generosity of our corporate partners, individual donors, foundations, and other groups and organizations, we're able to deliver these products at no cost to our network of more than 800 hospitals across the US. Each Starlight hospital can order what they need, when they need it, and the amount they want from our inventory free of charge. Our custom, easy-to-use, secure platform makes it simple and fun to request Starlight Deliveries.



Since 2015, Starlight has shipped over

\$19 million

in deliveries that have been distributed to over

2.6 million children

at more than

800 children's hospitals & pediatric units

in all 50 States and Puerto Rico.

“

[Starlight's] kindness is much appreciated. Bringing happiness to our pediatric patients through comfort gifts often reduces their fear of being in a medical environment and helps them be more receptive necessary medical treatment.

- Margie Dolinski, Executive Director at LAC+USC Medical Center



Play

Playing with toys has a high therapeutic value and can help children learn and adapt to the hospital setting.



Entertainment

Toys, books, movies, and arts & crafts provide children a sense of relief from stressful situations through enjoyable, relaxing activities.



Normalization

Access to books, toys, and games brings children closer to what is familiar and reconnects them to their home life.



Emotional Support

Anything from modeling dough to journal prompts allow children to explore and express their emotions in a safe way.



Comfort

Receiving stuffed animals, action figures, and being surrounded by beloved characters support a positive environment allowing patients to feel at ease and secure.



Starlight Spaces



Since 2003, Starlight has been transforming hospital spaces into state-of-the-art, interactive, and relaxing environments that children and their families can enjoy. Starlight Spaces improve the psychosocial and emotional wellness of hospitalized pediatric patients and their families by providing a treatment-free space for play, social interaction, and meaningful activities. These playrooms, teen lounges, therapy gyms, healing gardens, and playgrounds offer a variety of diversions, including video games, computers, toys, crafts, music, and best of all, the company of other children.



Since 2003, over

120 Starlight Spaces

have transformed the hospital experience for more than

3.3 million children

at more than

90+ children's hospitals & pediatric units

in 28 states.

“

Once you're in the hospital for a couple days, the walls are closing in and you need an escape like this Starlight [Space.] The new Family Room addresses the needs of all family members, whether they want to read, eat, or work.

- Wendy Pauker, Child Life Manager at Banner Thunderbird Medical Center



Play

Having a central location for a variety of toys and games allow children to gather and engage in developmental, therapeutic, and medical play for self-expression and experience processing.



Normalization

Environments are specially designed to give structure, familiarity, and security to an unfamiliar, overwhelming, and potentially scary place.



Emotional Support

Fear and anxiety around environmental stressors are reduced when children are allowed a medical-free outlet for their emotions.



Comfort

A medical-free zone allows kids to feel a sense of security and ease in an otherwise stressful environment.



Socialization

Patients and families have an opportunity to connect with each other, their visitors, and other families facing similar circumstances.



Testimonials

"We provide the care and Starlight provides the smiles."

—Jeff Burns, RN, Director of Emergency Services, Columbia-Greene Hospital

"For over 35 years my career in serving my patients has been enhanced and supported by the amazing Starlight Children's Foundation. I can no longer imagine my practice without their support! Thank you from the bottom of my heart!"

— Ann Fogel, CCLS

"It allows our small population of patients to enjoy books, toys, gowns, games that we otherwise may not have access to. Knowing that this foundation exists gives the family hope for the future."

— Lisa Anderson, RN, Decatur Memorial Hospital

"Starlight goes above and beyond to meet the needs of kids and families. Each child is left to feel like the center of attention with use of the programs. They forget they are in a hospital and instead feel catered to and spoiled."

— Dorinda Hock, Director of Maternal Child Health, Anaheim Global Medical Center

"Without Starlight's generous support and unique programs we would not be able to provide our patients with such positive hospitalization experiences."

— Rebecca Martin, CCLS, UnityPoint Health Methodist

"Starlight brings a smile to our patients and normalizes the environment in their most anxious hour."

— Debi Fingerhut, Senior Child Life Specialist/Educator, Miller Children's Long Beach

"Thank you, Starlight, for helping bring so many more smiles to our patients with your generous donations! From wagons, video games, and beautiful gowns, your products have transformed our hospital into a more child friendly and colorful environment that brings joy to patients, families, and staff."

— Stephanie Villalobos, MS, CCLS, Edinburg Children's Hospital

"Thank you Starlight for being the heroes behind the scene and bringing joy and comfort to my daughter."

— Karen Chapin, Mom of daughter Charlotte who suffered severe burns and spent weeks in the hospital

"Anytime your kid doesn't want to leave the hospital, you know the facility is doing something right. He loved Gillette and he loved Starlight Xperience," Cary, Grady's mom says. "He still talks about virtual reality now to this day."

— Cary Sommer, Mom to pediatric patient, Grady

"It was cool! It feels like you're not in the hospital."

— 7 year old, Grady, pediatric patient, Gillette Children's Speciality Healthcare

"A study that came out of LA last year, kids who are more anxious, benefitted more from having the headsets. There is significant data out there that shows a decrease in pain, decrease in anxiety."

— Samuel Rodriguez, MD Clinical Assistant Professor, Lucille Packard Children's Hospital Stanford

"I like that I can be in the ocean without having to be there,"

— 10-year-old Zoe Johnson, cerebral palsy patient at Children's Hospital Colorado

"This is putting the children back in control of their care," says Albietz. "It's giving them a tool that they can control their level of immersion, instead of feeling like they're having stuff done to them. Any way we can put the kid back in control of their situation—especially with something that's fun—is a win."

— Dr. Joe Albietz, a pediatric intensivist at Children's Colorado

"We believe that all kids deserve the very best in education and entertainment, and through organizations like Starlight, we have the privilege to make that a reality, both virtually and actually. That's what we love about Starlight Xperience, it combines the best of two worlds, in entertainment and education, and makes learning fun and a child's stay in the hospital just a little better."

— Danny Peykoff, Niagara Cares

"When kids receive a cool hospital gown, it changes their whole experience," Kelsey explained. "I've seen parents moved to tears when I hand their child a Starlight Gown and they smile. They didn't expect their child to smile at all during the hospital visit."

— Kelsey Davis, Certified Child Life Specialist in the Pediatric Pre-op department, Johns Hopkins

"The Starlight Fun Center unit has had a tremendous impact on our patients, and when they have a chance to use the unit, it makes them so happy. It's been so helpful for us. Even the patients as young as three years old can benefit, so there's something in it for everyone."

— Sister T. Dennis, St. Mary Medical Center

"The Starlight Fun Centers have proved to be invaluable to our patients. If for some reason a patient cannot make it to the teen lounge to play video games, we bring the Starlight Fun Center to them. What a blessing!"

— Jennifer Brown, Director of Corporate and Foundation Relations, Ranken Jordan Pediatric Bridge Hospital

"It made me really happy because it took my mind off of everything. I wasn't as worried or upset or as mad."

— Charlotte Chapin, suffered severe burns and enjoyed playing on the SFC while admitted



Social Media Channels



 @StarlightChildrensFoundation

 @StarlightUS

 @starlightchildrensfoundation

 youtube.com/c/StarlightChildrensFoundation

 Starlight Children's Foundation