



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](http://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](mailto: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.





# 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](https://youtube.com/c/StarlightChildrensFoundation)

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