



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, Starlight Gaming, and other Starlight programs that deliver happiness at a children's hospital or health care facility near you. Help us deliver happiness at [starlight.org](http://starlight.org).



# 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 16 million seriously ill children and their families.

## **How many programs does Starlight provide?**

Starlight currently provides five programs: Starlight Virtual Reality, Starlight Hospital Wear, Starlight Gaming, Starlight Spaces and Starlight Deliveries.

## **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  
Days Inn by Wyndham  
The Walt Disney Company  
Givewith  
Joy in Childhood Foundation  
Major League Baseball  
Niagara Cares  
Nintendo of America  
Radio Flyer  
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 Farah Jad at [farah.jad@starlight.org](mailto:farah.jad@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 Virtual Reality

Starlight Virtual Reality is a state-of-the-art technology program that radically transforms the hospital experience for kids by transporting them out of the hospital and into a virtual world. It is an engaging intervention that helps decrease anxiety and pain for children, and also provides dynamic content geared toward entertainment and distraction such as virtual snowball fights, immersive field trips to exotic locations, fun video games, and more.

Since 2018, over

**1,300** Starlight Virtual Reality headsets

have transformed the hospital experience for more than

**18,000** children at

**300+** healthcare facilities

in 48 states.



**6,970**

reported sessions since 2019\*

**1,383**

reported hours of play since 2019\*

“

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



## Play

Virtual reality is a highly interactive experience that engages children through both structured and unstructured activity.



## Entertainment

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



## Normalization

Providing activities kids enjoy in their everyday lives helps make an unfamiliar place feel safe and even fun.



## Procedural Support

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



## 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.

# Starlight Hospital Wear

The transition from one's own clothes to traditional hospital wear is one of the highest stress moments in a child's hospital experience. Starlight Gowns™ are superior to regular hospital gowns because they are better at supporting both the functional needs of hospital staff and the psychosocial and emotional needs of pediatric patients.

Since 2016, over

**250,000** Starlight Gowns

have been distributed to seriously ill children at more than

**350** hospitals & pediatric units

in 48 states



**92%**

of family survey respondents agree or strongly agree that their child feels better about how they look in a Starlight Gown than a traditional hospital gown.<sup>1</sup>

**86%**

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.<sup>1</sup>

“

*I had a young 6-year-old child who was extremely anxious. Once the child saw how fun this gown was, he was immediately ready to change, and became more compliant and at ease. By seeing him become less anxious, his family members also became calmer.*

—Lexi Little, CCLS, CHRISTUS Shreveport-Bossier Health System



## 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 Gaming



Starlight Fun Center® mobile entertainment units provide kids with hours of fun and, honestly, distraction. Powered by Nintendo®, designed to roll anywhere in the hospital, and specifically manufactured to meet strict infection safety protocols, they allow children to play video games or stream their favorite movies and TV shows from the comfort of their hospital bed or in a playroom with a group of kids. They provide seriously ill children hours of entertainment and a sense of normalcy while hospitalized.



Since 1992,

**7,200** Starlight Gaming Units

have delivered happiness to over

**11.6 million** children at more than

**800** children's hospitals & pediatric units

in all 50 States and Puerto Rico.



*The Starlight gaming units are an incredible and unique tool that helps turn a sick or injured child's pain, fear and stress into smiles and laughter by providing them with the best in entertainment, education, and one-of-a-kind experiences. We are thrilled and thankful to Starlight Children's Foundation for this generous gift.*

—Anthony Scaduto, M.D., Orthopedic Institute for Children



### Play

Highly interactive experiences engage children through mastery and achievement.



### Entertainment

Playing popular games provides children a much-needed sense of relief and distraction from stressful situations.



### 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.



### Emotional Support

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



### Pain Management

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



### Physical Therapy

Unique features of the gaming units allow physical therapists to capitalize on their patients' functional abilities in a fun way.



# Starlight Spaces



Since 1990, Starlight has been transforming hospital spaces into state-of-the-art, interactive, and relaxing environments that can be enjoyed by children and their families. Starlight Spaces improve the psycho-social and emotional wellness of hospitalized kids, teens, 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

**100** Starlight Spaces

have transformed the hospital experience for more than

**2.9 million** at

**90+** children's hospitals & pediatric units

in 26 states.



Starlight will unveil 9 Starlight Spaces by the end of 2019 and 10 new Spaces for 2020.



### 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.



### Entertainment

The spaces create a positive experience by combating boredom, enriching choice, and reducing isolation.



### 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.



### 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.



### Physical Therapy

Clinicians capitalize on motivational therapy by encouraging walks to and from the communal space.



# Starlight Deliveries



Starlight Deliveries distributes millions of dollars' worth of donated products directly to our 800+ hospital and health facility partners every year – free of charge. Thanks to the generosity of our corporate partners, individual donors, foundations, and other groups and organizations who support our work, these donations provide hundreds of thousands of books, toys, games, arts & crafts, and other items that kids love and hospitals use to deliver happiness to seriously ill children.

Starlight coordinates the delivery of these donated products through a secure e-commerce platform where our registered hospital partners can view, select, or request items that are most useful and relevant for their patients and staff. Starlight Deliveries ensure hospitals receive exactly the items they need, in precisely the quantities they can accommodate, just when they need them, and at no cost to the hospital.



Since 2014, Starlight has shipped almost

**\$10 million**

in deliveries that have been distributed to over

**1.2 million** at more than

**648** children's hospitals & pediatric units

in all 50 States and Puerto Rico.



Starlight will continue to expand the product offering on the e-commerce platform so that more and more seriously ill children can enjoy the highest quality items from world-class brands and companies.



### 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.





# 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 Albiez. "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 Albiez, 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



 [facebook.com/StarlightChildrensFoundation](https://facebook.com/StarlightChildrensFoundation)

 [@StarlightUS](https://twitter.com/StarlightUS)

 [@starlightchildrensfoundation](https://instagram.com/starlightchildrensfoundation)

 [youtube.com/user/starlightglobal](https://youtube.com/user/starlightglobal)

 [linkedin.com/company/starlightchildrensfoundation/](https://linkedin.com/company/starlightchildrensfoundation/)