

****Media Alert****

RUSH UNIVERSITY MEDICAL CENTER RECEIVES A GIFT OF FUN FOR THEIR YOUNG PATIENTS

-Colgate-Palmolive and Kmart Join with Starlight Children's Foundation to Place New Fun Centers in the Hospital-

What: The young patients at Rush University Medical Center have something to celebrate. The hospital will receive a special delivery of two Starlight *Fun Centers* sponsored by Colgate-Palmolive and Kmart. *Fun Centers* are mobile entertainment units equipped with a Nintendo Wii™, DVD player, Sharp AQUOUS™ LCD television and several interactive games. The new units will be delivered in a special “wheeling in” dedication ceremony.

The dedication of these *Fun Centers* is certainly something to celebrate, as they reduce anxiety and the perception of pain in children undergoing hospital stays. The *Fun Center* dedication marks the conclusion of this year's Colgate-Palmolive “Show the Love” program, which aims to draw attention to Sickle Cell Disease and to deliver a smile to hospitals around the country that serve this population and have been on a national waiting list for the popular *Fun Centers*.

Where: Rush University Medical Center of Chicago
1653 West Congress Parkway
Chicago, IL 60612

When: Thursday, September 4
10:00 a.m. – 11:00 a.m.

Who: Interviews opportunities are available with:

- Robyn Hart, Rush University Medical Center
- Jennifer Fieten, Starlight Children's Foundation
- Donna Holly, Colgate-Palmolive
- Don Germano, Kmart

Background:

Colgate-Palmolive and Starlight share a 19-year partnership, during which Colgate-Palmolive has donated 1,090 *Fun Centers* and more than \$7.5 million to the organization in an effort to continually improve the lives of young patients and their families. This contribution includes ongoing support of numerous Starlight programs and extensive outreach to encourage consumers to learn more about the nonprofit organization that is dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

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