



**Press Contact:**

Caroline Friedman  
Burson-Marsteller for Starlight Children's Foundation Midwest  
312-596-3418  
[caroline.friedman@bm.com](mailto:caroline.friedman@bm.com)

## **Starlight Midwest Welcomes New Board Members**

### **John Greening and Dr. Emil Coccaro**

**CHICAGO – August 16, 2011-** The Starlight Children's Foundation Midwest, an organization dedicated to improving the quality of life for seriously and chronically ill children, has elected to its Board of Directors John M. Greening, Associate Professor and Director of the Advertising-Sales Promotion Sequence at Northwestern University and Dr. Emil Coccaro, Ellen C. Manning Professor and Chairman for the Department of Psychiatry and Behavioral Neuroscience at the University of Chicago. Greening and Coccaro will each serve a three year term on the 15-person board.

"Our team here at Starlight Midwest is excited to welcome representatives from two of the largest academic institutions in the area, and will benefit greatly from the addition of John and Emil," said Sonya D. Naar, Board President. "They each share a passion for giving back to their community, which will be of great value to our Board of Directors. I am confident that their proven leadership and communication skills will enhance Starlight Midwest's commitment to helping children and families cope with the challenges they face daily."

Prior to beginning his tenure with the Medill Graduate School of Integrated Marketing Communications at Northwestern University, Greening previously spent 27 years in advertising at DDB Chicago, where he became an expert at developing a brand and effectively communicating its value to stakeholders. Greening is dedicated to giving back to the community, as illustrated not only through his involvement with the Advanced Circulatory Systems Board, but also through his prior involvement with the Chicago-area non-profits' Chicago Communities in Schools and Chicago Catholic Charities.

"I am honored to be joining the Board of Directors at the Starlight Midwest," said Greening. "I believe that my professional experience as well as my long commitment to volunteer work will be a great addition to the strengths of the other board members. Together, we will be able to continue the organization's truly admirable work."

Coccaro brings with him an extensive background in mental health and a unique ability to assess the performance of an organization. As a devoted father, Coccaro has an intrinsic interest in the well-being of children, and through his role at the University of Chicago, he was been able to exercise this passion by re-establishing the Child & Adolescent Psychiatry Training program. Likewise, his on-going commitment to improving the well-being of his community is also demonstrated by his previous role as a member of the Board of Trustees for the Borderline Personality Disorder Foundation and his current role as a member of the Scientific Advisory Board for the American Foundation for the Prevention of Suicide. Coccaro's involvement will add additional value to Starlight Midwest's existing partnership with the University of Chicago Medical Center, as well as other hospital partners.

"I am looking forward to joining the Starlight Midwest team," said Coccaro. "I have witnessed the positive impact that foundations like Starlight can have upon chronically ill children and their families through my wife, who is active with the Service Committee for Comer Children's Hospital (U of C). I hope that I can help make a difference in the lives of the Starlight Midwest families and believe whole-heartedly in the mission and values of the foundation."

Starlight Midwest offers comprehensive programming of outpatient, hospital-based and Web offerings that enable the organization to provide ongoing support for critically and chronically ill children and their families- from diagnosis through the entire course of medical treatment. Programs are high tech and high touch, blending therapeutic entertainment, education and family interaction, and are free to medically qualified children and their families.

#### **About Starlight Children's Foundation Midwest:**

When a child or teenager has a serious medical condition, everyone in the family is affected. Since 1986, Starlight Children's Foundation™ Midwest has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Celebrating its 25th anniversary this year, Starlight Midwest provides free, ongoing support to more than 300,000 children, parents and siblings in Illinois, Indiana, Michigan and Wisconsin with an array of outpatient, hospital-based and Web offerings. To learn more visit [www.starlight-midwest.org](http://www.starlight-midwest.org).

###