



Press Contact:

Caroline Friedman
Burson-Marsteller for Starlight Children's Foundation Midwest
312-596-3418
caroline.friedman@bm.com

Starlight Midwest Welcomes New Board Members

Jami Guthrie and Erica Swerdlow

CHICAGO – October 26, 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 Jami Guthrie, Vice President of Global Consumer & Market Intelligence and Integrated Marketing for The Wrigley Company and Erica Swerdlow, Midwest Market Leader and Managing Director of Burson-Marsteller Chicago. Guthrie and Swerdlow will each serve a three year term on the seventeen-person board.

"I am proud to welcome both Erica and Jami to the Board," said Sonya D. Naar, Board President. "Each has a vibrant personal passion for giving back to the community and especially to helping sick children and their families. They both understand the value of engaging their organizations and networks to provide marketing and communications, giving Starlight Midwest invaluable assets to grow our ability to help children and families cope with the daily challenges of chronic illness."

Guthrie holds an MBA from DePaul University and brings nearly 20 years of consumer insights and market intelligence to his current role at The Wrigley Company. Before assuming his current post, Guthrie spent a significant amount of time with PepsiCo working on the Quaker Oatmeal, Cap'n Crunch, Life Cereal, Tropicana, Rice a Roni and Aunt Jemima brands as the Director of Consumer Insights and Strategy. Committed to studying consumer insights and human behavior, Guthrie also served on the Nielsen External Advisory Board's Executive Committee from 2006 to 2009. In his spare time, Guthrie enjoys running, basketball and spending time with his wife and two children near their Naperville, Ill. home.

"When I first attended the Starlight Midwest annual gala more than 10 years ago, I immediately felt connected to Starlight," said Guthrie. "Not only is this board position a fantastic opportunity to support the

development of the organization, it's also a wonderful way to bring my professional experience and passion to the table to impact something bigger than me.”

Prior to joining Burson-Marsteller’s Chicago office in January, Swerdlow served as Executive Vice President for Porter Novelli in Chicago where she served as the digital strategies expert and developed and implemented crisis response communications programs for global clients, including Monster Worldwide, McDonald’s Owner/Operators of Chicagoland and Indiana, and Harman International. As an involved leader in the Chicagoland marketplace, Swerdlow actively participates as a member of the Executives’ Club of Chicago, Illinois Business Roundtable and Chicagoland Chamber of Commerce.

“I am thrilled to join the Board of Director’s of the Starlight Midwest Board,” said Swerdlow. “I have joined a distinguished group of corporate and community leaders who understand the importance of the Starlight mission and giving back to their community. I have seen first-hand the value Starlight brings to children and their families and look forward to working hard to raise visibility of this incredible organization.”

Starlight Midwest offers a comprehensive portfolio of programs across outpatient, hospital-based and web environments that 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 education, therapeutic entertainment, and family activities. Starlight’s programs have been proven to distract children from their pain, to help them better understand and manage their illnesses, and to 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.

###