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**STARLIGHT CHILDREN'S FOUNDATION ANNOUNCES NEW PARTNERSHIP  
WITH THE FRANK EDWARD PICCOLO FOUNDATION**

PHOENIX (July 31, 2008) – Starlight Children's Foundation is pleased to announce a new partnership with Jim Piccolo and the Frank Edward Piccolo Foundation, which includes a generous donation of \$75,000 to help benefit and transform the lives of Starlight's seriously ill children and their families in and around Arizona.

"We are thankful for this pledge and look forward to seeing all the smiling faces this support will create," said Jo Ann Yeo, community development officer for Starlight Arizona. "This partnership will also help us continue to increase awareness of Starlight and its services within our local community."

Jim Piccolo founded the Frank Edward Piccolo Foundation in 2007, with the aspiration to join forces with other philanthropists who share a desire to make an impact in the community; supporting foundations and helping them meet their goals. Piccolo is nationally recognized as a true innovator and visionary in today's mass-media market. A well-known educator and motivator, Piccolo has created more than 40 companies and is acknowledged for his contributions and support of children's charities nationwide.

Starlight Children's Foundation is a national, 501(c)3 organization founded in 1983 with the goal to empower and improve the quality of life for seriously ill children. For 25 years the organization has dedicated itself to helping ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Each month, Starlight touches the lives of more than 220,000 young people and their families nationwide.

To learn more about the magic of Starlight in Arizona, call (480) 280-5289 or visit [www.starlight.org/arizona](http://www.starlight.org/arizona). For more information about the Frank Edward Piccolo Foundation, visit [www.frankedwardpiccolo.org](http://www.frankedwardpiccolo.org).