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**130 SERIOUSLY ILL CHILDREN AND FAMILY MEMBERS
ENJOY “BEST IN THE WEST CARNIVAL” AT MACDONALD’S RANCH**

PHOENIX (April 8, 2009) – Thanks to The Frank Edward Piccolo Foundation, more than 130 seriously ill children and family members had the chance Saturday to experience a “Best in the West Carnival” at MacDonald’s Ranch in Scottsdale. The Frank Edward Piccolo Foundation sponsored the *Great Escape™*, a Starlight Children’s Foundation program designed to give families with seriously ill children a chance to have some fun and recharge outside of the hospital environment, and meet others who are facing similar challenges.

Volunteers from The Frank Edward Piccolo Foundation and Nouveau Riche Corporation came from all over the United States to help with the event. Attendees participated in hayrides, square dancing, face painting, caricature drawings, pony rides along scenic trails (a first time for many children), races and games (including lasso roping, penny pitching, cowboy hat toss and stick-horse racing). The children were also entertained with live performances by Maricopa Mike, the magician; a strolling cowboy singer; and Earl Grey, the trick pony. In addition, the group enjoyed a cowboy cookout, snow cones and cotton candy.

“The daily emotional and financial struggles that come with caring for a sick child are often so overwhelming that the thought of leaving the house for a family event seems impossible,” says Jo Ann Yeo, community development officer for Starlight Children’s Foundation. “But Starlight understands what families go through when a child is sick, and the importance of breaking the cycle of depression and loneliness. With the help of sponsors like The Frank Edward Piccolo Foundation, we can provide these families with the chance to have fun together away from the hospital, so they can relax, regroup and return home with a renewed sense of strength and hope.”

“Working with Starlight Children’s Foundation has proven to be a wonderful way of reaching beyond our known limits of compassion and fulfilling children’s dreams of hope,” said Jim Piccolo, co-founder and chief executive officer of The Frank Edward Piccolo Foundation (named after his father) and Nouveau Riche Corporation. “It’s a privilege to work with Starlight Children’s Foundation and we are proud to partner with them on this event.”

Jim Piccolo founded the Frank Edward Piccolo Foundation in 2007, with the aspiration to join forces with

them meet their goals. The Foundation's mission is to actively serve the family structure by raising and distributing funds in order to enhance the quality of life for families, or individual family members, so they may have a better today and a brighter future. Its primary focus is "youth" volunteerism and volunteer opportunities are continuously posted, designed to teach youth about social responsibility and the power of teamwork while encouraging action. To learn more about the Frank Edward Piccolo Foundation, visit www.frankedwardpiccolo.org.

Starlight Children's FoundationTM was founded in 1983 to help 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. Last year, Starlight Children's Foundation Arizona touched the lives of more than 50,000 children and their families statewide.

To learn more about the magic of Starlight Children's Foundation Arizona, or to volunteer, visit www.starlight.org/arizona or call (480) 280-5289.