



MEDIA RELEASE

Rent or buy a DVD this October to keep sick kids smiling

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Get the popcorn ready – it's Starlight Video Month!

The Starlight Children's Foundation and the Australian Video Industry have joined forces again for **Starlight Video Month** to ensure Captain Starlight can bring fun and laughter to the lives of many more seriously ill and hospitalised children across Australia.

This October, the community can support Starlight Video Month by renting or buying a new release DVD marked with a Starlight Video Month logo.

World renowned preschool entertainers Hi5 are excited to be the 2009 Starlight Video Month ambassadors.

"Working with Starlight is such an honour. Often the children we meet when visiting hospitals with Captain Starlight are truly unforgettable – little legends that despite going through a really hard time manage to bring joy to everyone around them. Please support your local video and retail stores in October to help bring smiles to more seriously ill children", said Stevie from Hi-5.

Louise Baxter, Starlight CEO said, "We are so appreciative of the Australian Video Industry's support of Starlight over the past 16 years through their involvement in Starlight Video Month. This year Starlight Video Month is hoping to raise over \$450,000 in much needed funds".

Since 1988, the Starlight Children's Foundation has been providing innovative programs designed to lift the spirits of these children, young people and their families when they need it most. Starlight brings love, laughter and support to children no matter what their illness or where they live. Delivered both in and out of hospital, Starlight's programs provide a positive distraction to children, their siblings and parents.

There are over 600,000 child admissions to Australian hospitals every year and currently Starlight is only able to reach "1 in 3" of these children. Through the community's support of Starlight Video Month, Starlight will be closer to enabling every seriously ill child and their family the opportunity to access and benefit from Starlight's innovative programs.

To find out more about Starlight Video Month, please call 1300 727 827 or visit www.starlight.org.au

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