



For Immediate Release

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**GEORGETOWN UNIVERSITY HOSPITAL OFFICIALLY OPENS
TOYS“R”US CHILDREN’S FUND-STARLIGHT SITE™ PLAYROOM
FOR DC-AREA’S LITTIEST PATIENTS**

Washington, DC – March 4, 2009 – On March 6, Georgetown University Hospital will unveil a new Toys“R”Us Children’s Fund-*Starlight Site*™, a state-of-the-art playroom created in partnership with Starlight Children’s Foundation. The unveiling is part of a \$7 million, multi-year donation made by the Toys“R”Us Children’s Fund to Starlight for the construction and renovation of children’s playrooms in hospitals across the country. The event will also celebrate a \$50,000 gift made by Starlight’s MidAtlantic chapter for additional design upgrades to Georgetown’s pediatric unit.

“Toys“R”Us, Inc. and the Toys“R”Us Children’s Fund are committed to keeping kids safe and helping them in times of need,” said Kathleen Waugh, Chairman, Toys“R”Us Children’s Fund. “Through these *Starlight Site* playrooms, we hope to bring much-needed joy and play time to pediatric patients at Georgetown University Hospital.”

With play areas for infants, toddlers, and older children, the specially designed *Starlight Site* will serve as a relaxing and carefree space for the hospital’s pediatric patients and provide opportunities for them to engage in family-centered activities during their hospital stay. New playroom amenities include a DVD player, flat screen television, computer, and toys purchased with a \$1,000 gift card from Toys“R”Us at their 12971 Fair Lakes Center store in Fairfax, VA.

The additional \$50,000 Starlight MidAtlantic grant funded creation of a more kid-friendly, calm environment. Sterile walls were re-painted in gentle blue colors; posters and other art work were purchased and framed, and cheerful overhead light panels were installed --- all designed to reduce fear and make the hospital experience a little less frightening.

The *Starlight Site* and overall design upgrades will be dedicated on March 6 at 2 p.m. with patients and their families. Additional attendees will include Toys“R”Us mascot Geoffrey and local Toys“R”Us and Babies“R”Us representatives; representatives from Starlight’s MidAtlantic Chapter and David Nelson, MD, chair of Pediatrics at Georgetown University Hospital and members of the pediatric and pediatric hematology/oncology and pediatric transplant team.

“At Georgetown, we really believe in *cura peronalis*-caring for the whole person-mind, body and spirit. The addition of the *Starlight Site* playroom to the floor has been so amazing for that very reason,” explains Georgetown University Hospital Child Life Specialist, Linda Mi-Young Kim. “It’s cheery, colorful, and different from any other place in the hospital. It adds a healing component that no one else can give our patients and their families. It’s a safe place for the patients and their families where they know no medical procedures or medicines, not even vitals will be taken.”

“Starlight MidAtlantic is extremely proud of its contributions to making the hospital’s pediatric program a more cheerful, less frightening experience for seriously ill children,” said Jeffrey Zell, Starlight MidAtlantic president. “Our mission is to bring comfort and cheer to these children and their families, and looking around this hospital, I know we have honored that mission.”

In Support of a Growing Trend

The Toys“R”Us Children’s Fund-Starlight partnership is an example of a movement in hospital care as hospitals are addressing patients’ needs by teaming up with the private sector. In addition, the playroom program addresses the burgeoning, nationwide trend of looking at a patient’s environment as an important factor in healing.

“For children confined to a hospital, the opportunity to have fun in a well-equipped, inviting atmosphere assists in the healing process,” said Jane Van Stedum, vice president of program services for Starlight. “While play experiences are valuable in their own right, they also provide children an opportunity to express their feelings, release stress, and learn new skills. Our partnership with Toys“R”Us allows us to enhance the quality of our site program and bring countless hours of therapeutic fun to the children who need it most.”

About Starlight Children’s Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For 25 years, Starlight Children’s Foundation 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. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org or www.starlight-midatlantic.org.

About Toys“R”Us Children’s Fund

Since it was founded in 1992, the Toys“R”Us Children’s Fund, Inc. has donated millions of dollars each year to organizations and charities that help children and infants in need. Because children are the heart and soul of our business, the “R” Us family has a strong sense of responsibility to do whatever we can to make the lives of children happier and healthier. Funds raised through the Toys“R”Us Children’s Fund are used to support numerous worthwhile organizations, including the Starlight Starbright Children’s Foundation, Autism Speaks, the Marine Toys for Tots Foundation, Children Affected by AIDS Foundation, National Lekotek Center, and Kids In Distressed Situations (K.I.D.S.), among many others.

About Georgetown University Hospital

Georgetown University Hospital is a not-for-profit, acute care teaching and research hospital with 609 beds located in Northwest Washington, D.C. Founded in the Jesuit principle of *cura personalis* - caring for the whole person - Georgetown is committed to offering a variety of innovative diagnostic and treatment options within a trusting and compassionate environment.

Georgetown’s centers of excellence include cancer, neurosciences, gastroenterology, transplant and vascular diseases. Along with Magnet nurses, internationally recognized physicians, advanced research and cutting-edge technologies, Georgetown’s healthcare professionals have a reputation of medical excellence and leadership. Georgetown University Hospital – the name you know; the doctors you trust - is a proud member of MedStar Health.