

Fun★Centers

A Distraction from Pain and Anxiety

If you've ever spent any time in a hospital, either as a patient or as the loved one of a patient, you know how scary and lonely it can be. For a child, these emotions are only magnified as they worry about what is going to happen next and why their parents seem so upset. Not to mention that the hours seem to pass dreadfully slowly.

That's why Starlight partnered with Nintendo of America more than 15 years ago to create *Fun Center* mobile entertainment units. The ease with which *Fun Centers* roll right up to the side of young patients' beds or anywhere in a hospital setting makes them perfect for hospitalized children in numerous situations: anticipating surgery, during long outpatient clinic treatments, waiting in the emergency room or fighting loneliness after visiting hours have ended.

Starlight's newest *Fun Center* mobile entertainment unit model features a Nintendo Wii™ (specially customized for hospital use) together with a Sharp® AQUOS™ LCD flat panel television and DVD player. The *Fun Center* lets users control the action on the screen through the motion of the Wii Remote itself. Its design allows kids, even those who aren't able to leave their beds or who have limited motion, to play with ease.

While diversion is the *Fun Center's* primary purpose, these entertainment centers do much more — they improve the quality of a pediatric patient's life, making them an invaluable tool in Starlight's programmatic efforts to counter the isolation and fear often experienced by sick children. Caregivers report that *Fun Center* use may even result in a reduced need for pain medication. Plus, the new Wii technology can be used to encourage children to do their physical therapy and motor coordination exercises.

Health professionals also report that *Fun Centers* make a real difference for families. When siblings visit, they often climb right into bed with their brother or sister and play together — helping everyone feel at ease and find some normalcy during a difficult time.



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A Gift of Joy

Starlight needs the help of generous individuals, organizations and businesses to bring *Fun Centers* to every local hospital and treatment center nationwide. Many corporations and private donors choose to fund *Fun Center* placements in their neighborhood hospitals or locations where they do business. Often donors commemorate specific events — such as new store openings or product launches — by donating or dedicating *Fun Centers*. Donors can choose from an extensive waiting list of hospitals eager to receive the highly acclaimed therapeutic entertainment units.

An average of six children use each *Fun Center* every day, which allows sponsors to have a significant impact on the lives of hundreds of children and families in their community each and every year for many years to come.

Fun Center sponsorship is \$4,250 per unit, which includes the cost of the entertainment components and unit casing, shipping, and maintenance for the life of the *Fun Center*. This initial cost also includes a library of 22 pre-downloaded games and dozens of DVDs to stock the *Fun Center* as long as it is in use. *Fun Centers* are centrally managed as a Starlight program and are therefore always in good repair and in active use by children. A full-time Starlight staff person is dedicated to maintaining the units, troubleshooting and re-stocking each *Fun Center's* library of DVDs.

As a return on this investment, sponsors:

- Are recognized on the *Fun Center* via a customized adhesive sign permanently affixed to the unit, keeping their commitment to local families and hospitals front and center.
- Can identify hospitals of particular geographic or demographic interest or choose recipients from our waiting list. We try to accommodate location priorities whenever possible.
- Receive a thank you plaque suitable for display at home or in the office.
- Receive a tax receipt and acknowledgment from Starlight.

Fun Center sponsorship is truly a one-of-a-kind opportunity for sponsors to help Starlight dramatically improve the hospital experience for pediatric patients and every member of their families.

If you would like to learn more about our *Fun Center* program or how you can bring *Fun Centers* to your local hospital, visit www.starlight.org/funcenter.

