

**DRAFT FOR RELEASE**  
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For More Information, Contact:  
Donna DeDario, Starlight Starbright Children's Foundation  
Ph. (323) 556-3322

Catie Holm, St. Luke's Children's Hospital  
Ph. (208) 381-2894

**New Starlight Starbright "Fun Center" Lifts Spirits of  
Pediatric Patients at St. Luke's Children's Hospital**

***Fun Center Brings Latest Entertainment Technology to Children***

**Boise, ID (June 29, 2006)** – Children undergoing treatment at St. Luke's Children's Hospital will be smiling brighter and laughing a little more, thanks to a multi-media Fun Center donated through the partnership of **Albertsons, Colgate-Palmolive Co., Starlight Starbright Children's Foundation** and **Nintendo of America**. The Fun Center, designed with a Sharp® AQUOS™ liquid crystal television, DVD player and a Nintendo GameCube™ system, will be unveiled at **2:00 p.m. on Thursday, June 29<sup>th</sup>, in the Ronald McDonald Playroom.**

"St. Luke's Children's Hospital recognizes the importance of the support we receive from the Starlight Starbright Children's Foundation," said Amy Rohyans-Stewart, Child Life Specialist. "The multi-media Fun Center makes such a difference to kids, because it provides them with a great opportunity to focus on something other than not feeling well."

The four-foot tall, state-of-the-art Fun Center is specially designed with complete portability, creating accessibility to kids throughout the hospital. A bright spot in a pediatric patient's day, this ingenious hospital room visitor is wonderful for filling long hours in outpatient clinics, emergency rooms and other isolating environments. In addition to the obvious use for entertainment, hospital staff reports the Fun Centers are beneficial as post-op pain management, distraction during dialysis and chemotherapy sessions, and as a tool to diminish anxiety accompanying hospital admittance.

Placement of the St. Luke's Fun Center is part of a 16-year collaboration between Colgate-Palmolive and Starlight Starbright Children's Foundation. As the Foundation's largest national sponsor, Colgate has donated more than \$7 million for Starlight Starbright programs.

**Colgate-Palmolive**, found online at [www.colgate.com](http://www.colgate.com), is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Care, Fabric Care and Pet

Nutrition. In the U.S., Colgate sells its quality products under such nationally recognized brand names as Colgate, Palmolive, Mennen, Ajax, Irish Spring, Softsoap, Murphy Oil Soap, Ultra Brite and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods.

**Albertsons** is owned by SUPERVALU INC., one of the largest companies in the United States grocery channel. SUPERVALU holds leading market share positions across the U.S. with its approximately 2,500 retail grocery locations. In addition to Albertsons, SUPERVALU's retail banners include Acme, Jewel-Osco, Shaw's, Star Market, Save-a-Lot, Farm Fresh, Hornbacher's, Scott's, Cub Foods, Shopper's, bigg's, Sunflower Market and Bristol Farms, which is operated independently.

Through SUPERVALU's nationwide supply chain network, the company provides distribution and related logistics support services to more than 5,000 grocery retail endpoints across the country. SUPERVALU currently has approximately 200,000 employees. For more information about SUPERVALU visit <http://www.supervalu.com>.

**St. Luke's Children's Hospital** cares for more than 50,000 children each year. As Idaho's only Children's Hospital, services include a 24-hour emergency department and operating rooms specifically designed and dedicated just for kids, intensive care units for critically ill newborns and children, and an outpatient specialty center to provide multidisciplinary services to children with special medical needs.

**Starlight Starbright Children's Foundation** is a nonprofit organization that transforms the lives of seriously ill children and their families through imaginative programs that educate, uplift their spirits, foster a sense of community, and help alleviate the pain and fear of prolonged illness. Starlight Starbright offers an impressive array of in-hospital, outpatient, school and home-based programs and services that touch the lives of more than 180,000 children and families each month. To learn more visit [www.starlight.org](http://www.starlight.org).

Created exclusively by program partner **Nintendo of America**, the Fun Center design is the latest example of the company's extraordinary commitment to the Starlight Starbright Children's Foundation. Nintendo's ongoing support of the Foundation has resulted in a donation of over \$3 million and the placement of over 3,600 Fun Centers in hospitals worldwide. In addition, they continuously match Fun Center sponsorships from other corporate donors. As a wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western hemisphere. For more information about Nintendo, visit the company's Web site, [www.nintendo.com](http://www.nintendo.com).