



*California Pacific  
Medical Center*

A Sutter Health Affiliate

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**New Starlight Starbright "Fun Center" Lifts Spirits of  
Pediatric Patients at California Pacific Medical Center**

***Fun Center, Sponsored by Hollywood Entertainment,  
Brings Entertainment to Children at their Bedsides***

San Francisco, CA (November 6, 2007) – Children undergoing treatment at California Pacific Medical Center will be smiling brighter and laughing a little more, thanks to a multi-media Fun Center sponsored through the partnership of Hollywood Entertainment, Starlight Starbright Children's Foundation and Nintendo of America. Designed to combat the anxiety and weariness faced by hospitalized children, the latest Fun Center model includes a Sharp® AQUOS™ liquid crystal flat-screen monitor, a DVD player and a Nintendo GameCube™ system. The Fun Center will be unveiled at the California Campus of California Pacific Medical Center on November 6th at 11:30 AM at 3700 California St.

"This is a wonderful gift for children who are in the hospital," says Julie Clayton, RN, VP of Women and Children's Services, and CAO of CPMC's California Campus. "Having something to entertain, engage and distract them takes their mind off their problems. It also makes it easier on their parents and families to know that the child has something to brighten their time in the hospital, whether it's a few hours or a few days."

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. It is this versatility that has made Fun Centers an invaluable tool in Starlight Starbright'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. Since the program's inception, more than 5,000 Fun Centers have been placed at more than 1,000 hospitals throughout North America. To learn more about the Fun Center program, visit [www.starlight.org/funcenter](http://www.starlight.org/funcenter).

"Fun Centers uniquely counter the isolation and fear often experienced by sick children in the hospital," said Paula Van Ness, CEO of the Starlight Starbright Children's Foundation. "The Fun Center is a welcome guest when other visitors aren't around. Playing a video game or watching a movie helps pass the time more quickly and distracts young patients from their pain."

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At San Francisco's California Pacific Medical Center, we believe in the power of medicine. We research the most up-to-date treatments, hire the most qualified individuals, and practice the most modern, innovative medicine available. We deliver the highest quality expert care with

kindness and compassion in acute, post-acute and outpatient services, as well as preventive and complementary medicine. But we also believe that medicine alone is only part of the solution. That's why we look intently at each individual case and treat the whole person, not just the illness. It's why we go beyond medical care and provide our patients with things like disease counseling, family support, and wellness treatments. As one of California's largest private, community based, not-for-profit, teaching medical centers, and a Sutter Health affiliate, we are able to reach deep into our community to provide education, screening, and financial support in some of the city's most underserved neighborhoods. Because medicine can transform a body. But going beyond medicine can transform a life. [www.cpmc.org](http://www.cpmc.org)

Founded in 1988, Hollywood Entertainment Corporation is a subsidiary of Movie Gallery, Inc. Movie Gallery, Inc. is the second-largest North American video rental company with approximately 4,430 stores located in all 50 U.S. states and Canada operating under the brands Movie Gallery, Hollywood Video and Game Crazy. For more information about the Company, please visit [www.moviegallery.com](http://www.moviegallery.com). You can also learn more about Hollywood Video at [www.hollywoodvideo.com](http://www.hollywoodvideo.com) and Game Crazy at [www.gamecrazy.com](http://www.gamecrazy.com).

When a child or teenager has a serious medical condition, everyone in the family is affected. For more than two decades, Starlight Starbright Children's Foundation has dedicated itself to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight Starbright'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. Serving more than 180,000 children each month, Starlight Starbright's array of outpatient, hospital-based and Web offerings provide ongoing support for children and families — before, during and after medical treatment. To learn more visit [www.starlight.org](http://www.starlight.org).

Supporters can use PayPal's Text to Give program to donate \$10 to Starlight Starbright today by texting STAR10 to 78787!

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