



## **The Roof Gardens brings smiles to seriously and terminally ill children with national children's charity Starlight**

Starlight Children's Foundation is proud to announce its new partnership with The Roof Gardens, part of Virgin Limited Edition – Sir Richard Branson's private collection of award-winning luxury retreats, as its 2013-2014 charity partner.

In addition to employee fundraising, there will also be lots of opportunities for The Roof Gardens clientele to become involved in the partnership. The Roof Gardens is planning a number of exciting client offers, such as donating £1 from a signature dish on offer at its award-winning Babylon Restaurant.

Starlight grants once-in-a-lifetime wishes for seriously and terminally ill children and provides entertainment for poorly children in hospitals and hospices. By supporting Starlight, The Roof Gardens will help the charity to bring a great dose of fun and laughter to seriously and terminally ill children and their families.

As part of Starlight's year-round programme of hospital entertainment, The Roof Gardens is planning an exciting event for a large group of seriously and terminally ill teenagers in the autumn. The event will be a wonderful chance for very poorly teens from some of London's leading hospitals to escape the confines of the ward and enjoy an afternoon of entertainment in the iconic roof-top gardens.

Neil Swan, Chief Executive of Starlight Children's Foundation, said, *"Starlight aims to brighten the lives of seriously and terminally ill children and it is only with the help of generous supporters such as The Roof Gardens that we are able to make the dearest wishes of very poorly children come true. We are immensely grateful to The Roof Gardens for its support and look forward to working with the team throughout this exciting partnership."*

Sam Wilson, General Manager of The Roof Gardens, said: *"We feel privileged to be able to support such a wonderful and worthy charity as Starlight Children's Foundation. A range of initiatives will be implemented shortly to help both our team and guests get involved in raising funds' that we hope will help make the wishes of so many deserving kids come true."*

### **Information**

For media enquiries, please contact Henny Vere Nicoll at Starlight Children's Foundation on 020 7262 2881 / [henny@starlight.org.uk](mailto:henny@starlight.org.uk).

To make a donation or refer a child for a wish, please visit [www.starlight.org.uk](http://www.starlight.org.uk).  
For every £1 you donate, 93p goes towards helping Starlight's very ill children.

Starlight grants once-in-a-lifetime wishes for seriously and terminally ill children, restoring the magic and fun of childhood and giving the whole family happy memories to share, whatever the future holds.

Starlight also creates entertainment in every hospital and hospice throughout the UK. Poorly children go to Starlight parties, laugh their way through pantomimes, go out on Starlight Escapes, play games and watch films on the Starlight Fun Centre, and enjoy the toys and puzzles of the Starlight Distraction Box. Happy children respond better to treatment and Starlight helps children to forget about their illness and simply have a bit of fun.