

Forever 21 Sells Celebrity Designed T-shirts Benefiting Starlight Children's Foundation

Corbin Bleu, Paris, Nicky and Kathy Hilton, Colbie Caillat, Demi Lovato, and Audrina Patridge put their creativity to good use.

LOS ANGELES, Calif., Dec. 10 (SEND2PRESS NEWSWIRE) – On Dec. 19, 2009 Forever 21, Inc. is launching a charitable line of T-shirts personally designed by notable celebrities with 100 percent of the proceeds, or 2/3 of the purchase price of the T-shirts to benefit Starlight Children's Foundation – helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

The celebrity designers – Starlight Spokesperson Corbin Bleu, Paris, Nicky and Kathy Hilton, Colbie Caillat, Demi Lovato, and Audrina Patridge – were given art materials, which included paints, markers, and sketch pads, to create a unique painting on canvas using the themes of “star” and “light.” Forever 21 designers incorporated each celebrity's design onto a cotton T-shirt or tank top.

“I am excited to be designing a T-shirt on behalf of Starlight and Forever 21,” said Corbin. “As a Starlight ambassador I have been inspired by the children and families I have had the privilege of meeting along the way, and by the strength they've shown in the hardest of times. I encourage everyone to get involved with Starlight and help lift the spirits of these brave children.”



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To see pictures, quotes and to learn more about Corbin Bleu, Colbie Caillat, Demi Lovato, Audrina Patridge, and Paris, Nicky and Kathy Hilton's involvement, please go to www.starlight.org/forever21press.

“This campaign is something very special for us,” said Forever 21's Senior Marketing Manager Linda Chang. “We are so thrilled to use fashion towards a good cause, helping hundreds, if not thousands of Starlight's seriously ill children and their families.”

The special line of T-shirts will be available for purchase in select Forever

21 stores and online at Forever21.com. The T-shirts will retail for \$12.80. Additionally, each celebrity's original artwork will be up for auction at Starlight's eBay store (www.ebay.com/starlight), starting Dec. 21.

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 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.

About Forever 21, Inc.:

Forever 21, Inc., headquartered in Los Angeles, is a specialty retailer of women's and men's clothing and accessories, known for offering the hottest and most current fashion trends at a great value to consumers. Forever 21's model of fast fashion works by keeping the store exciting with fresh merchandise offerings brought in daily. The retailer operates over 450 stores in the United States, with international operations in Canada and Japan. For more information please visit www.forever21.com.

Costs associated with this news announcement were donated to Starlight Children's Foundation by Neotrope® and Simmons Interactive™.

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