



FOR IMMEDIATE RELEASE:

### **JEWELS BY PARK LANE PARTNERS WITH STARLIGHT STARBRIGHT**

Schaumburg, IL – Feb. 15, 2008 – Jewels by Park Lane has proudly selected the Starlight Starbright Children’s Foundation as its official charity partner for 2008. Starlight is an international organization dedicated to improving the quality of life for seriously ill children and their families. Park Lane will be making a financial donation based on sales of a specially designed ‘Starlight’ bracelet and will also be donating PC Pals to a hospital in the local area.

For more than two decades, Starlight has been developing imaginative programs that educate, uplift spirits, foster a sense of community, and help alleviate the pain and fear of prolonged illness. These programs have touched the lives of more than 2 million children with chronic and life-threatening medical conditions. Realizing that all children are drawn to computers, Starlight has developed programs incorporating computers that help ill children learn about their conditions, enable them to make new friends and stay in touch with others coping with disease, and enjoy the mobile entertainment centers in hospitals throughout North America.

Jewels by Park Lane, is a family-owned direct sales company headquartered in Schaumburg, IL. Selling high-quality fashion jewelry since 1955, has made it one of the most admired and trusted direct sales companies in the industry. While known for the unconditional guarantee on its products and for its no product buy-in, Park Lane's independent sales consultants rank among the most successful in the industry. Jewels by Park Lane was selected as a featured company by *Empowering Women* Magazine in 2007. The company was selected based on its unique beginning, longevity in a very fluid industry, family ownership and operation, marketplace reputation, and high quality of product and services.

Barbara Borchert  
Sales and Marketing Manager  
Jewels by Park Lane  
100 East Commerce Drive  
Schaumburg, IL 60173  
Phone: 847-884-6599  
Fax: 847-884-9998  
[barbara.borchert@jbpl.org](mailto:barbara.borchert@jbpl.org)  
[www.jewelsbyparklane.com](http://www.jewelsbyparklane.com)

# # #