



STAR WARS
NYLINE III
ALMOST THERE ...

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**MEDIA ALERT
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NYC “STAR WARS” LINE BEGINS APRIL 30 AT ZIEGFELD THEATRE

19-Day Stand-A-Thon to Benefit Starlight Starbright Children’s Foundation

New York, NY – The 19-day NYLine Stand-A-Thon at Clearview Cinemas’ Ziegfeld Theatre celebrating the premiere of “Star Wars: Episode III – Revenge of the Sith” begins Saturday, April 30 at 11 a.m. “The Stand-A-Thon at the Ziegfeld Theatre has become a New York City tradition,” NYLine organizer Suzanne C. Sousa said. “Fans are coming to New York from the tri-state area, across the country and around the world to celebrate this final film in the ‘Star Wars’ saga with a last-of-its-kind sidewalk line party, all as a benefit for the Starlight Starbright Children’s Foundation.”

The 300 NYLine participants will raise money and awareness for Starlight by spending time in shifts from April 30 to May 18 at the Ziegfeld Theater and finding sponsors to pledge donations for every hour NYLine members spend on the sidewalk. The NYLine Stand-A-Thons in 1999 and 2002 raised more than \$33,000 for Starlight.

“We are thrilled that the NYLine organizers have chosen Starlight to benefit once again from this unique event,” Elaine Siver, executive director of the Starlight Starbright Children’s Foundation, said. “In addition to the money, NYLine will raise an unprecedented amount of awareness for Starlight, and that’s something you can’t put a price on.” Starlight provides entertainment programs on hospital pediatric wards, funds special projects for hospitalized children and conducts a variety of outpatient activities.

NYLine is also conducting an on-line auction from April 21-May 17 on e-bay of Star Wars items with all proceeds going to Starlight. Due to the generosity of various sponsors, NYLine will offer many unique collectibles at the auction included a one-of-a-kind 40” Statue of Liberty Jedi Knight made completely out of LEGO’s created by LEGO Master Builder, Nathan Sawaya.

NYLine members will spend the 19 days near the Ziegfeld participating in events and contests that celebrate “Star Wars” and its fans, all the while competing to see who can accumulate the most time and raise the most money for Starlight. Because NYLine is sponsored by Clearview Cinemas, all members who meet participation requirements are guaranteed a ticket for the sold-out, midnight premiere of “Revenge of the Sith” May 19.

Beth Simpson, vice president of marketing and business development at Clearview Cinemas, said, “With the release of the final installment of the ‘Star Wars’ saga, Clearview Cinemas is very excited that the fan-driven Stand-A-Thon for the Starlight Starbright Children’s Foundation will be held again at the Ziegfeld Theatre.”

www.nyline.org

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