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## **IBEW and NECA teamed with CBS EcoMedia Inc. and Starlight Children's Foundation to provide nine new Starlight Fun Center mobile entertainment units to Boston Children's Hospital**

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The International Brotherhood of Electrical Workers Local 103 of Boston (IBEW) and the Boston Chapter of the National Electrical Contractors Association (NECA) have teamed with CBS EcoMedia Inc. and Starlight Children's Foundation to provide nine new Starlight Fun Center mobile entertainment units to Boston Children's Hospital.

The arrival of the nine Starlight Fun Centers was celebrated during a private ribbon-cutting dedication event at the Boston Children's Hospital's Karp Family Research Building with guests Boston mayor, Thomas Menino; IBEW Local 103 business manager, Mike Monahan; IBEW Local 103 business agent, Mike Calder; NECA executive manager, Glenn Kingsbury; Boston Children's chief administrative officer, Dick Argys; COO and executive vice president for health affairs at Boston Children's, Dr. Kevin Churchwell; Boston Children's Hospital's director of child life services, Beth Donegan; Starlight Children's Foundation's global accounts director, Michelle Plasse, and president and founder, CBS EcoMedia Inc., Paul Polizzotto participating.

"Two years ago, we decided to put our advertising budget to work in a new and exciting way. By advertising with EcoMedia, we were able to continue to get the valuable advertising that has been so beneficial to our members and contractors; and, at the same time, a portion of those advertising dollars were dedicated to environmentally-friendly development projects, creating jobs and good, sound projects for our communities," said Monahan. "We are now extremely pleased to take the next step with this creative advertising tool by dedicating funds for the benefit of courageous kids battling to regain their health. It really is a natural fit for us at IBEW, Local 103, as it is our members who wire these highly-advanced and technical medical facilities and we see the inspirational battles these kids put forth every day. To be able to provide an opportunity for these kids to have some fun and get their minds off their daily fight for even an hour at a time, we know, makes a big difference for them and their families and we could not be happier to help out in our small way."

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