

PRESS RELEASE: FOR IMMEDIATE RELEASE
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**JANE KONEFSKY NAMED VICE PRESIDENT/EXECUTIVE DIRECTOR
FOR SUNSHINE FOUNDATION**

Feasterville, PA, August 15, 2006 – Jane Konefsky, MAS, CFRE, has been named the Vice President and Executive Director for the Sunshine Foundation according to Bill Sample, President and Founder of the organization. “We’re delighted to have someone with Jane’s knowledge and experience to lead us as we continue to grow to fulfill the dreams of very special children,” Sample said. Konefsky, formerly Director of Annual Support with St. Mary Medical Center Foundation and Executive Director with the Philadelphia Ronald McDonald House, is a Certified Fundraising Executive (CFRE) having achieved tenure, education and service to the fundraising profession. Konefsky is a member of the Association of Fundraising Professionals (AFP) and teaches in the AFP’s Fundamentals of Fundraising program at Villanova University. She will be responsible for all fundraising activities in support of Sunshine’s mission and will continue to grow the program nationally, creating chapters throughout the United States.

Founded in Philadelphia in 1976, the Sunshine Foundation is the original wish-granting organization, answering the dreams of seriously ill, physically challenged and abused children. Sunshine is supported by 12 all-volunteer chapters throughout the country and has granted over 30,000 dreams to ill or abused children. In addition, Sunshine built and manages the Dream Village in Davenport, Florida. The village consists of 9 cottages, an Olympic heated swimming pool, playground and six-hole miniature golf course and is used to house families whose child’s dream is to visit Disney.

Sunshine Foundation is supported through individual and corporate donations, grants and bequests. Eighty-six cents of every dollar raised goes directly to fulfilling the dreams of special children.