



FOR IMMEDIATE RELEASE

CONTACT: VALERIE PANOU – 813.676.0089;
vpanou@debartoloholdings.com

**DEBARTOLO FAMILY FOUNDATION HONORS
ST. JOSEPH'S CHILDREN'S HOSPITAL WITH SPIRIT OF HUMANITY AWARD**

Donation will help fund the hospital's Child Life Program

Tampa, FL (December 1, 2010) – The DeBartolo Family Foundation is proud to recognize St. Joseph's Children's Hospital with the 2010 Spirit of Humanity Award. Lisa and Nikki DeBartolo, Executive Vice Presidents of DeBartolo Holdings, presented the \$25,000 donation during an award ceremony at St. Joseph's on Dec. 15. The Spirit of Humanity Award honors non-profit corporations that provide extraordinary assistance to Tampa Bay residents with special needs. The award will help fund the hospital's Child Life Program.

St. Joseph's child and family support services, like the Child Life Program, provide age-appropriate education, medical play, recreation and therapy, and assist in every way possible during a hospital stay or clinic visit. The Child Life Program's goal is to help reduce stress and anxiety associated with hospitalization, provide support to family members and facilitate continued growth and development in the child. From age-appropriate education about upcoming tests and procedures to coping and distraction techniques and play activities to promote normal growth and development, the program strives to make pediatric patients as comfortable as possible. The program has several playrooms and a teen lounge, all of which are "no white coat" zones where no medical treatments can take place. The Spirit of Humanity Award will help the hospital improve and supply the playrooms and teen lounge.

"St. Joseph's Children's Hospital has played such a critical role in the lives of Tampa Bay families over the last 75 years, and we are so proud to call St. Joe's a partner in our community," DeBartolo said.

"We have the comfort of knowing we have a place we can trust when our children are in need of care right in our own backyard. There is so much uncertainty during an illness, and providing normal activities for children while they are facing these challenges is so vital to the healing process. St. Joseph's Child Life Program helps kids be kids, even when they are sick and we are thrilled that our Spirit of Humanity Award will help to improve and supply the hospital's playrooms and teen lounge."

The programs and services of St. Joseph's Children's Hospital touch over 50,000 children each year. Over 8,000 children a year are admitted to the hospital; the Steinbrenner Emergency/Trauma Center sees over 40,000 visits; and 800 neonates are treated in the life-saving neonatal ICU.

Since April 2002, more than 33 organizations have been recognized for their service to the community with the DeBartolo Family Foundation Spirit of Humanity Award.

ABOUT THE DEBARTOLO FAMILY FOUNDATION

The DeBartolo Family Foundation is a not-for-profit corporation created by the members of the Edward J. DeBartolo, Jr. family to benefit local communities. The Foundation annually awards scholarships to high school students, provides grants to individuals and organizations with exceptional requirements, and presents the Spirit of Humanity Award, honoring non-profit, grass roots organizations that provide extraordinary assistance to Tampa Bay residents with special needs. For more information, visit the foundation's website at <http://debartolofamilyfoundation.com> or call the Foundation office at 813.964.8302.

###