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CONTACT:

Jessica Wheeler
(602) 546-0824
(602) 202-2229 (pager)
jwheeler1@phoenixchildrens.com

Beach Ball Sponsors Help Raise \$1.4 Million for Kids Needing Neuroscience and Behavioral Medicine

Go Daddy.com® Makes Waves Shipping in Star Musicians to Entertain Party-Goers

PHOENIX, Ariz. (March 5, 2007) – Phoenix Children’s Hospital imports the glitz and glamour of sizzlin’ South Beach for the 14th annual Beach Ball, presented by Preferred Marketing & Development, LLC, on March 10 at the Arizona Biltmore Resort and Spa. Sponsors lead the party expected to raise \$1.4 million for the Center for Neuroscience and Behavioral Medicine at Phoenix Children’s.

Go Daddy.com makes Beach Ball 2007 the hottest destination on the map by sponsoring the night’s superstar entertainment. DJ Ravi Drums, known in the celebrity circle for his exploding energy and rock star performances, ignites the bash. He’s played exclusive Hollywood events, star parties, and legendary residences including the Playboy Mansion. An additional surprise A-list act will hit the Beach Ball stage before the night is over, courtesy of Go Daddy.com.

Preferred Marketing & Development, LLC, is the Life Line Sponsor of the event. The company, encouraged by Jerry Colangelo to become involved with Phoenix Children’s, is dedicated to supporting the world-class programs and services at the Hospital’s Center for Neuroscience and Behavioral Medicine.

“Phoenix Children’s is an integral part of our community, providing the best care to children and their families,” said William Homeier, Managing Member, Preferred Marketing & Development, LLC. “We are proud to present Beach Ball 2007 and invest in one of the country’s leading medical teams providing healthy, bright futures for Arizona’s kids.”

The event’s Life Preserver Sponsors are Hamilton, Gullett, Davis and Roman; Merrill Lynch; and Verizon Wireless. Life Saver Sponsors include Lisa and Brad Berry; The Williams Real Estate Company; Karen and Mark Doerflein; Ensemble Investments, LLC; Miller/Russell and Associates; TriWest Healthcare Alliance; UMB Bank; and US Airways.

About Beach Ball

Organizers of the 14th annual Beach Ball fundraiser gala expect to raise \$1.4 million at the March 10 event. All proceeds support the Center for Neuroscience and Behavioral Development at Phoenix Children’s Hospital, providing world-class, family-centered care for children with neurological and behavioral needs. Rich Dozer, former Arizona Diamondbacks President, accepts the Spirit of Hope Award for raising nearly \$17 million as chairman of the Hospital’s Neonatal Intensive Care Unit Capital (NICU) Campaign. Dozer’s efforts enable Phoenix Children’s to expand and advance its NICU, setting the benchmark for neonatal care in the United States. Presenting sponsor is Preferred Marketing & Development, LLC; entertainment is presented by Go Daddy.com; and major sponsors include Hamilton, Gullett, Davis, and Roman; Merrill Lynch; and Verizon Wireless. For more details, visit www.pchbeachball.com.

About Phoenix Children’s Hospital

Phoenix Children’s Hospital is Arizona’s leader in pediatric care and is one of the 10 largest free-standing children’s hospitals in the nation. The most comprehensive array of pediatric specialists in the State practice at this one organization. The outstanding clinical expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Children’s leadership position. For information about Phoenix Children’s, visit the Hospital’s award-winning website at www.phoenixchildrens.com.