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**Life is Good® Pumpkin Festival to Benefit Phoenix Children's Hospital**

PHOENIX, Ariz. (Sept. 20, 2007) – Estrella's Lakeside Amphitheatre will host the Second Annual Life is Good® Pumpkin Festival Saturday, October 20 from 12 p.m. to 6 p.m. The festival will offer pumpkin carving, scarecrow creations, fall festivities, games, food, music and entertainment for the whole family. Proceeds from the festival benefit Phoenix Children's Hospital and HomeAid, a non-profit provider of housing for America's temporarily homeless.

The Life is Good® Pumpkin Festival will take place simultaneously at more than 10 Newland Communities across the country. Last year's event raised \$400,000 nationwide for charity.

"Families will enjoy the many activities at the festival and know that the proceeds are helping children in their community with life-saving services," said Angela Eliason, special events coordinator for Phoenix Children's Hospital Foundation.

One of the highlights of the pumpkin festival is the Glow Heart Pumpkins. These pumpkins are carved with a heart, set around the lake and lit as a tribute to a loved one or to honor someone living with a life-threatening illness. Glow Heart Pumpkins can be purchased at the festival for \$10 each or online at [www.newlandpumpkinfestival.com](http://www.newlandpumpkinfestival.com).

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](http://www.phoenixchildrens.com).