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CONTACT:

Jane Walton
(602) 546-5871
(602) 202-2229 (pager)
jwalton@phoenixchildrens.com

**Phoenix Children's celebrates National Philanthropy Day
honoring Ashley Furniture HomeStore**

*Hospital Recognizes co-owners Michael and Laurie Jedlowski for their
Outstanding Contributions to the Hospital*

PHOENIX, Ariz. (Oct. 15, 2007) – Phoenix Children's Hospital is proud to announce that Ashley Furniture HomeStore will be recognized with a Spirit of Philanthropy award at the 23rd Annual Philanthropy Awards Dinner hosted by the Association of Fundraising Professionals – Greater Arizona Chapter, honoring the organization for their spirit of philanthropy and dedication to the children and families of Phoenix Children's.

Michael and Laurie Jedlowski, co-owners of Ashley Furniture HomeStore will be honored for their commitment to Phoenix Children's, and the thousands of children and families treated there each year. The Spirit of Philanthropy Award was created in 1991 to provide charitable organizations the opportunity to honor people and organizations who truly exemplify the spirit of philanthropy. The Jedlowskis will be one of 40 philanthropic leaders presented with this prestigious award on Thursday, Nov. 1, 2007 at the Arizona Biltmore.

The Jedlowskis began raising money for Phoenix Children's after their daughter was treated at the Hospital after a bad fall. Soon after, they created the Ashley Angels program that has raised more than \$560,000 for Phoenix Children's. This year's fundraising effort will benefit the Ronald McDonald house under construction on the Hospital's main campus. The apartment-style units will give Phoenix Children's families who travel long distances for treatment a home away from home.

"We are so grateful to have the support of the Jedlowskis and Ashley Furniture HomeStore," said Steve Schnall. "Their fundraising efforts have been invaluable in both helping to expand our Newborn Intensive Care Unit, and now the Ronald McDonald house. The fact that they involve their customers has also raised much-needed awareness about the Hospital and encouraged other people in our community to get involved."

In 2005, customers at their five Valley locations were given \$2.50 off the price of their purchase for every dollar donated to Phoenix Children's. More than 95 percent of customers participated. This year, Ashley Furniture Homestore is asking their customers to make a donation directly to Phoenix Children's. In return, they will double the donation as a discount (up to 20 percent) on their furniture.

Held each year in celebration of National Philanthropy Day®, this special event recognizes and reflects on the profound importance of philanthropy in our society by honoring the individuals, corporations and foundations that, through their hard work and dedication, have enhanced philanthropy and volunteerism in Arizona.

For more information regarding the awards dinner, please contact Pamela Lowe, Dinner Chair, Association of Fundraising Professionals, at 602.266.7464 ext. 343, or email Pamela@azopera.com.

About Phoenix Children's Hospital

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest freestanding 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 Phoenix Children's leadership position. For information, visit the Hospital's Web site at www.phoenixchildrens.com.

About Ashley Furniture HomeStore

The first Ashley Furniture HomeStore opened in Anchorage, Alaska in 1997. Since then, over 300 locations have been opened in the United States, Canada, Puerto Rico, Mexico and Japan. In less than 10 years, Ashley Furniture HomeStores has become the largest home furnishings retailer in the country, the largest home furnishings manufacturer in the United States, and the number one selling brand in North America.

About National Philanthropy Day®

National Philanthropy Day® is a special day set aside on the 15th of November to recognize the great contributions of philanthropy and those active in the not-for-profit community. First held in 1986, National Philanthropy Day celebrates the endless contributions individuals and organizations make to countless causes each year.

About Association of Fundraising Professionals (AFP)

The Association of Fundraising Professionals (AFP) is a professional association of individuals responsible for generating philanthropic support for a wide variety of charitable organizations. AFP represents 27,000 members in 179 chapters throughout the United States, Canada, Mexico and China, including the Greater Arizona Chapter, working to advance philanthropy through advocacy, research, and education. To learn more please visit www.afpaz.org.