



For more information, contact:
Justine Sweeney, Sweeney Media Group
jsweeney@sweeneymediagroup.com
(972) 335-3330

-Media Alert-

**WOMEN BUSINESS LEADER AND PLANO NATIVE, HEATHER HERNDON WRIGHT
CHAIRS THE STAR CHILDREN'S CHARITY'S 2009 STAR WINTER BALL
*For One Night Only...The Star Room***

(Plano, Texas) July 6, 2009 – Star Children's Charity is pleased to announce Heather Herndon Wright as the Chair of the 2009 Star Winter Ball, themed For One Night Only...The Star Room meant to evoke the 1940s supper club era to be held on Saturday, November 7th at the Embassy Suites Frisco. The Star Winter Ball is just one of the successful fundraising events hosted throughout the year by Star Children's Charity, a leading philanthropic voice dedicated to serving the needs of children in Collin County. By fundraising significant dollars each year to support capital projects and programs that provide for the basic needs of children, Star Children's Charity impacts more than 20,000 children's lives.

Since it's installation in 2007, Star Children's Charity has committed \$1.4M in funds to support projects for Boys and Girls Club of Collin County, Children's Medical Center Legacy, CITY House, Crossroads Family Services, Plano Children's Medical Clinic, Texas-Health Presbyterian Hospital of Plano and Samaritan Inn. Star Children's Charity members are passionate about changing the lives of Collin County's children by supporting efforts to improve services for medical, education, enrichment and safety.

"Star's leadership continues to be stellar with the addition of Heather. She brings a great combination of experience in corporate marketing needs and a business strategy to raising funds for children. Her positive energy and love of children make her a perfect chair for Star" says Brenda Snitzer, Executive Director of Star Children's Charity.

Heather Herndon Wright, a native of Plano has more than 15 years of corporate supply chain planning, leadership and nonprofit experience which make her a perfect candidate for Star Winter Ball Chair. Currently, Wright serves as President and Chief Executive Officer of Herndon-Wright Enterprises, a certified Woman Business Enterprise (WBE) supply chain diversity management consulting firm. Herndon-Wright Enterprises presently represents a portfolio of corporations, as well as minority, women and service disabled veteran owned businesses. Herndon-Wright also served as publisher of Women's Enterprise

Magazine where she was the Executive Producer of the international award winning documentary "BUSINESS: America's game – Where are the Women?"

"I am truly blessed to be able to chair this year's standard-setting event with this committed group of volunteers and donors," says Wright. "The true 'stars' of Star Children's Charity are the beneficiaries that do God's work daily, and in this economy, continue to do more with less. It is the goal of this year's Star Winter Ball, to ensure that they have as many resources as possible to meet the growing needs among Collin County's children."

In addition to her professional achievements, Wright has been honored with the Women's Business Enterprise National Council (WBENC) Applause Award, the Dare to Risk Award, given by the North Texas Women's Business Council, the American Indian of the Year Award from the American Indian Chambers of Commerce of Texas, the M Company Catalyst Award from Minority Business News, USA and was most recently named Texas Best Mom by the Native Texas Hall of Fame. She served as an Executive Board Member and Certification Chair for the WBENC and on the executive Board of Dallas/Fort Worth International. She has also acted as President of the Richardson Boys and Girls Club Board of Directors and as Chair of the Diversity Summit at SUPERCOMM, the premier telecommunications industry conference.

Wright has a BA from the University of Texas at Dallas in Government and Politics with an emphasis on Constitutional Law and is married to Randolph Wright with three children and three grandchildren. The 2009 Star Winter Ball *For One Night Only...The Star Room*, meant to evoke the 1940's supper club era, will be held on November 7, at the Embassy Suites Frisco. For more information, visit www.starchildrens.com.

ABOUT STAR CHILDREN'S CHARITY:

Star Children's Charity is a leading voice of philanthropy in Collin County, dedicated to financially supporting non-profit organizations that benefit the well being of children. Founded by Michelle Brennan Hall and Linda S. Paulk in 2007, Star Children's Charity consists of 100 accomplished and philanthropic families who produce sought-after fundraising events throughout the year including Star "Dust" Designer Boutique, Star Clay Shoot, the Starbright Golf Tournament, Cooking with Legends and the Star Winter Ball to help raise over \$1,400,000 annually. Star Children's Charity members are passionate about changing the lives of Collin County's children by supporting efforts to improve services for medical, education, enrichment and safety. Star encourages the community to learn more about Star Children's Charity and join their efforts by visiting www.starchildrens.com or contacting Marlene Kamholz at (972) 943-3344 or marlene@starchildrens.com

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