



Magic on the Screen Helps Ease the Pain of Illness

BY KATE LAWSON



The movies can be a magical place no matter what your age. But for a child with a serious illness the movies are especially important. A step inside Cinderella's castle or hanging out with the critters in "Open Season," can help ease the pain and even turn a hospital stay into a tolerable if not enjoyable experience.

Navot Shoresh, owner of Spire Integrated Systems, a Troy-based business specializing in home theater systems and entertainment design, has helped bring the movies to kids at Children's in a big way.

With guidance from the Elf Foundation, a nonprofit charity that brings entertainment to sick children around the country, Shoresh donated a projector and 106-inch screen as well as a complete surround sound system to Children's so that seriously ill kids don't need to leave the hospital to have an enjoyable day at the movies.

"Spire celebrated its 5th anniversary last year," says Shoresh. "And we've been so successful we were looking for a way to give back. My desire was to create an environment so that kids can forget where they are and this gives them a great way to escape." Shoresh says the system is easy to operate and completely computerized. "All you have to do is drop in a DVD and push a button."

"The kids absolutely love it," says Donna Kramer, child life project specialist at Children's. "It's so much fun to watch them immerse themselves in the big screen and not think about their illness for awhile."

