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### **Camp Sunshine Kicks Off 25th Anniversary with \$250,000 Matching Challenge from the New Balance Foundation**

***Funds will help the non-profit serving sick children and their families lay the pathway to its future, brick by brick***

CASCO, Maine – In celebration of Camp Sunshine's 25th Anniversary in 2009, the New Balance Foundation has offered the camp a \$250,000 matching challenge.

To qualify for the challenge, the nationally-recognized non-profit retreat for children with life-threatening illnesses and their families has launched a fundraising program to sell \$250,000 worth of engraved bricks for its brick walkway at the camp by December 31, 2009.

All proceeds will go towards Camp Sunshine's endowment, helping to secure the future of its program for another 25 years. In appreciation of the support from the New Balance Foundation, Camp Sunshine will name its walkway after the foundation.

"This is a great way to kick off our 25th anniversary year," said Matt Hoidal, executive director of Camp Sunshine, located in Casco, Maine. "And we are honored to have additional support from the New Balance Foundation, one of our most generous partners over the years."

Once complete, the \$250,000 gift will mark the second \$250,000 donation the New Balance Foundation has made to Camp Sunshine. The Foundation also committed \$250,000 to Camp Sunshine's endowment in 2005.

"As we have stated before, an endowment is a critical element to the long-term sustainability of any non-profit organization," said Anne Davis, managing trustee, New Balance Foundation. "We continue to be impressed by all that Camp Sunshine offers to children and their families and we feel privileged to be in a position to assist Camp Sunshine in sustaining and growing their valuable work."

To participate, donors can purchase a 4" by 8" brick for \$250, and/or an 8" by 8" brick for \$2,500. The bricks can be inscribed with messages of any kind, and have three or six lines of space for text, depending on brick size. Company logos can also be engraved on the larger bricks. The walkway is located at the camp's Casco location on beautiful Sebago Lake. For more information about how to make a donation towards the New Balance Foundation Brick Walkway Matching Challenge, visit the camp's website at [www.campsunshine.org](http://www.campsunshine.org), or call (207) 655-3800.

To help Camp Sunshine get started, Lions Clubs from around Maine (and even a Lions Club from the Bronx, N.Y.), already have purchased \$15,000 worth of bricks. Camp Sunshine's board members also have purchased an additional \$15,000 worth of bricks, bringing the total raised to date, with Lions support, to \$30,000.

"Lions have a history of supporting Camp Sunshine, and are pleased to be able to help the camp take advantage of this generous match from the New Balance Foundation," said Harvey Buzzell, Maine Lions District 41 Governor. The Clubs will have their own section in the walkway. Other groups, schools, associations, businesses, etc. are encouraged to create their own sections.

Camp Sunshine, located in Maine's Sebago Lake region, provides a camp vacation at no charge to children with life-threatening illnesses and their families. The camp offers one of the only programs in the nation whose mission is to address the impact of a life-threatening illness on every member of the immediate family. While attending the various week-long camps, families are able to rebuild relationships together and meet other families facing similar challenges.

Founded in 1984, Camp Sunshine was the first and remains one of the only camps in the nation whose sole focus is on serving the entire family, not just the sick child. The program is free of charge to all families, and includes 24-hour onsite medical and psychosocial support. Bereavement groups also are offered for families who have lost a child to an illness.

Camp Sunshine is in the midst of a \$14.5 million endowment campaign to help expand and improve programs. Over the years, Camp Sunshine has hosted families from 44 states and 15 countries, and provided a camp experience for more than 20,500 family members.

#### **About the New Balance Foundation**

The New Balance Foundation is a charitable foundation established in 1981 and funded by New Balance Athletic Shoe, Inc. The Foundation's mission is to support effective charitable organizations which perform humanitarian services for the betterment of our children and our local community. Please visit the Foundation's website at [www.newbalancefoundation.org](http://www.newbalancefoundation.org).

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