



### **Camp Sunshine Volunteer Joseph Cerato Receives New England Patriots Community MVP Award**

Camp Sunshine proudly announces that 16-year-old Joey Cerato of Hudson, N.H., was named a Community MVP by the New England Patriots Charitable Foundation and the Kraft Family. The award comes with a \$10,000 donation to his charity of choice, Camp Sunshine.

The New England Patriots Charitable Foundation and the Kraft Family support New England non-profit organizations by awarding outstanding volunteers who make a large impact in their communities. To date, Joey Cerato has raised more than \$100,000 – and priceless awareness for Camp Sunshine – through Joey’s Plunge®.

Since 2004, Cerato’s involvement with Camp Sunshine and family’s struggles with cancer motivated him to raise funds for those facing life-threatening illnesses. In 2006, at the age of 11, he set the goal of raising \$1,500 to sponsor a family for a session at Camp Sunshine and obtained pledges from family and friends for diving into the Atlantic Ocean on January 1, 2006. Cerato exceeded his goal by raising \$6,000. The following year, Cerato and 35 others plunged into the Atlantic again, raising \$21,000 for Camp Sunshine.

Inspired by Cerato’s success, Camp Sunshine added five more plunges of its own, and by 2007, more than \$200,000 had been raised.

This year, Camp Sunshine Polar Dips reached a new height by collectively surpassing the \$1 million mark – thanks in large part to the efforts of Joey Cerato. Clearly, his impact on the community cannot be missed.