



**For Immediate Release**

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**Camp Sunshine to Benefit from Summer Fun with Tropical Smoothie Café's  
Fourth Annual National Flip Flop Day**

*National Smoothie and Sandwich Chain Launches Month-Long Promotion Dedicated to  
Raising Funds for Children with Life-threatening Illnesses and Their Families*

**CASCO, Maine — June 14, 2010** — Camp Sunshine, a one-of-a-kind national retreat in Casco, Maine, for children with life-threatening illnesses and their families, has announced that it will once again be the beneficiary of the charitable fundraising efforts of Tropical Smoothie Café, a national smoothie and sandwich chain. Tropical Smoothie Café has set up a texting option for anyone wishing to donate to Camp Sunshine. To contribute, donors can simply text the word "CAMP" to 20222, and a \$10 charge will be made directly to their monthly phone bill. Donations can also be made online at [www.nationalflipflopday.com](http://www.nationalflipflopday.com) and [www.paypal.com](http://www.paypal.com).

The fundraising effort is part of Tropical Smoothie Café's Fourth Annual National Flip Flop Day, taking place on June 18. The first 500 customers who visit any of the company's 285 stores on that day wearing flip-flops will receive a free 24-ounce Jetty Punch smoothie. Customers will also have the opportunity to purchase paper flip flops posted throughout the stores, with all funds going to benefit Camp Sunshine. Tropical Smoothie Café will be collecting donations through June 27, with a goal of raising \$325,000 — which would cover the cost of sending

more than 200 families to the camp. Funds raised during National Flip Flop Day will also support families' travel costs and the camp's capital improvements.

"Tropical Smoothie Café's National Flip Flop Day is an exciting event that brings together the community in a fun and fashionable way," said Jim Valentino, the company's president and chief operating officer. "We look forward to seeing people out and about in their flip flops feeling good and enjoying the summer fun with Tropical Smoothie Café."

This is the third consecutive year Tropical Smoothie Café is partnering with Camp Sunshine for its National Flip Flop Day celebration. Previous years' events raised more than \$400,000 for the camp.

"We are honored that Tropical Smoothie Café has once again selected Camp Sunshine as the recipient of the funds raised during National Flip Flop Day," said Matthew M. Hoidal, Esq., executive director of Camp Sunshine. "The money raised will continue to assist us in our mission of making a difference in the lives of families facing the challenge of coping with a life-threatening illness, and we thank Tropical Smoothie Café for their generosity."

Located in Casco, Maine, along Sebago Lake, Camp Sunshine offers recreational, medical and counseling services at no cost to seriously ill children and their families. Since 1984, Camp Sunshine has helped more than 32,000 family members from diverse cultural and economic backgrounds better cope and manage their child's illness.

#### **About Tropical Smoothie Café**

Established in Destin, Fla., in 1997, Tropical Smoothie Café has taken the smoothie concept to the next level by offering diners a healthy alternative to typical fast food. The concept, which introduced food in 1999, provides consumers with a variety of high-quality real-fruit smoothies, specialty wraps, grilled flatbread and gourmet sandwiches and salads. The company also caters. Tropical Smoothie Café includes menu options for breakfast, lunch and dinner. Ranked 181 out of 500 and rated one of the fastest growing franchises by Entrepreneur Magazine, the concept currently has more than 285 locations in 34 states. Plans call for over 300 locations by the end of 2011. For more information, visit [www.tropicalsmoothiecafe.com](http://www.tropicalsmoothiecafe.com) or call 888-292-2522.

#### **About Camp Sunshine**

Camp Sunshine offers children with life-threatening illnesses and their families a place to relax together for a week, and to take a break from the extraordinary demands placed upon them on a daily basis. The year-round program is free of charge and staffed almost entirely by volunteers. It is the only program in the nation whose mission is to address the impact of a life-threatening illness on every member of the immediate family — the ill child, the parents and the siblings. Since its inception in 1984, Camp Sunshine has provided a haven for more than 32,000 individuals from diverse cultural backgrounds. In

addition to providing 24-hour on-site medical and psychosocial support, the camp offers a variety of daily activities, including swimming, boating, archery and soccer, and special events such as bonfires and cookouts. To support Camp Sunshine, please call (207) 655-3800 or visit [www.campsunshine.org](http://www.campsunshine.org).

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