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News Release

Camp Sunshine Supporter Ron Eby Named One of Four National Finalists for The NASCAR Foundation's Betty Jane France Humanitarian Award

\$100,000 donation to Camp Sunshine at stake as nationwide online vote gets underway to determine grand prize winner

CASCO, Maine (September 13, 2012) – The NASCAR Foundation announced Thursday that Camp Sunshine supporter Ron Eby is one of four national finalists for the 2012 Betty Jane France Humanitarian Award, making the one-of-a-kind Casco, Maine retreat eligible for a \$100,000 grand prize as part of a nationwide online vote now underway.

The second-annual Betty Jane France Humanitarian Award (BJFHA) was created by [The NASCAR Foundation](http://www.NASCAR.com) to honor passionate NASCAR fans that have made a profound impact on children in their communities.

Eby is a 52-year-old auto repair shop owner from Windham, Maine, and a long-time supporter of Camp Sunshine (www.campsunshine.org), a national retreat on Sebago Lake for children with life-threatening illnesses and their families.



Each of the four finalists – Eby is the only one from the Northeast – is guaranteed a \$25,000 donation to their cause from The NASCAR Foundation, with the national winner being awarded \$100,000. The grand prize will be determined by a national vote at www.NASCAR.com/award. The other three finalists are from Duluth, Minn., Wilmington, Del., and Lexington, S.C.

“The courage compassion and selflessness that these four finalists have demonstrated is awe-inspiring,” said NASCAR Foundation Chairwoman Betty Jane France. “They have accepted the personal challenges life has thrown at them with grace and dignity, while finding avenues to help others facing similar challenges. These deserving NASCAR fans help contribute to their respective communities in moving ways and their

accomplishments make them outstanding selections for 2012 finalists.”

The NASCAR Foundation is encouraging NASCAR fans, friends and families to vote for their favorite humanitarian by logging on to www.NASCAR.com/award between now and Nov. 29, 2012. The finalist who

amasses the most votes will be declared the national winner, and will be announced by France live on stage during the 2012 NASCAR Sprint Cup Series Awards at Wynn Las Vegas on November 30. The winner also will receive a 2013 Toyota Camry Hybrid from Toyota.

“We at Camp Sunshine are so proud that Ron has been named as a well-deserved finalist for this prestigious national humanitarian award,” said Matthew Hoidal, Esq., Executive Director at Camp Sunshine. “His selfless support and yeoman’s work on behalf of our cause is so appreciated here, and this new opportunity on his behalf is simply incredible. We encourage everyone who supports Camp Sunshine to vote and vote often for Ron.”

[Camp Sunshine](#) provides a welcome respite, free of charge, for children and their families coping with such life-threatening illnesses such as cancer, kidney disease, lupus, and various rare illnesses. Its program, staffed almost entirely by volunteers, is one of the only in the nation whose mission is to address the impact of a serious illness on every member of the immediate family – the ill child, the parents and the siblings.

Eby, owner of Windham Automotive, said he was inspired to give back to his community after his daughter was treated for meningitis at a children’s hospital in Dayton, Ohio, while on a cross-country trip. His charity efforts eventually led him to Camp Sunshine, a program that he said mirrored the care and compassion that his daughter, who made a full recovery, had received.

Eby has since helped raise more than \$250,000 for Camp Sunshine. As a business owner, he has worked tirelessly as the leading force behind connecting groups to help the cause. He helped Camp Sunshine develop partnerships with the Gorham Windham Firefighters, NAPA Auto Parts, Speedway Children’s Charities New Hampshire chapter and Noyes Brain Tumor Foundation.

When Eby isn’t recruiting new partners for the camp, he can be found serving up food in Ron’s Mexican Cantina. He is an excellent chef and all proceeds from the sale of the authentic Mexican food are dedicated to supporting the special children at Camp Sunshine. During Thanksgiving, Eby steps away from the cantina to spearhead efforts for the local food pantry, and also organizes toy drives so that local families in need can enjoy Christmas.

“I consider it an honor to help out Camp Sunshine in any way that I can,” Eby said. “I can’t thank The NASCAR Foundation enough for its generosity, but I want to stress that this award really isn’t about me but rather about the impact that Camp Sunshine has on children and their families. Let’s all get online and vote every day and see if we can bring this home for Camp Sunshine.”

Located along Maine’s Sebago Lake, Camp Sunshine has offered recreational, medical and counseling services at no cost to more than 32,000 people from diverse cultural and economic backgrounds since 1984.

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, call (207) 655-3800 or visit www.campsunshine.org.

About The NASCAR Foundation

The National Association for Stock Car Auto Racing Inc., (NASCAR) launched The NASCAR Foundation in January 2006. The foundation is a 501(c) (3) non-profit entity that embodies the compassion of the NASCAR family and its commitment to serving communities. The NASCAR Foundation seeks to raise funds and increase volunteerism to support nonprofit charities and charitable causes throughout the nation with an emphasis placed on initiatives that affect the ability of children to live, learn and play. For more information on The NASCAR Foundation, please visit the website: NASCAR.COM/foundation. Follow The NASCAR Foundation on www.facebook.com/NASCARFoundation or on Twitter: @NASCAR_FDN.