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Contact:

Diane Fortier
Matter Communications
978-499-9250 x225
Diane@matternow.com

Tropical Smoothie Café's National Flip Flop Day Fundraiser Collects \$275,000 in June for Children with Life-Threatening Illnesses

Charity Event Tops 2008 Fundraising Total; Tropical Smoothie Café to Fund More than 180 U.S. Families at Camp Sunshine

DESTIN, FL (July 23, 2009) – For the second consecutive year, Tropical Smoothie Café has been hard at work spreading sunshine across America for children and families in need of a break.

Far exceeding last year's fundraising total of \$125,000, the smoothie and sandwich chain announced that its stores raised a combined \$275,000 for the June 2009 National Flip Flop Day campaign aimed at supporting Camp Sunshine, a national retreat for children with life-threatening illnesses and their families. This brings the total donations to \$400,000 from Tropical Smoothie Café to Camp Sunshine since their partnership began in 2008.

Funds raised this year, the second year of Tropical Smoothie Café's partnership with Camp Sunshine, will send more than 180 families from around the country to camp, giving them the unique opportunity to meet other families facing similar challenges.

"This year's National Flip Flop Day celebration has been another extremely rewarding experience for all of us here at Tropical Smoothie Café," said Jim Valentino, the company's president and chief operating officer. "Our goal for this year was to raise \$250,000, so we're thrilled to have surpassed that goal and to have more than doubled the 2008 total. We can't wait to try and raise even more money next year for Camp Sunshine."

Fundraising efforts took place the entire month of June at each of the 280 Tropical Smoothie Cafés throughout the country and also online at nationalflipflopday.com. The funds will be used primarily to provide sponsorships for entire families to attend Camp Sunshine. Camp Sunshine will also designate some of the monies to support families' travels to Camp as well as construction and capital improvements of the Camp. The week of August 2-6, 2009 has been designated as Tropical Smoothie Café week at Camp Sunshine.

"On the 25th anniversary of Camp Sunshine, Tropical Smoothie Café has helped us have one of our biggest and best years ever," said Matt Hoidal, Camp Sunshine's executive director. "Because of the National Flip Flop Day campaign, we are able to reach out to and serve many more families than we otherwise could. This will have a huge impact on the lives of the children and families who benefit from Tropical Smoothie Café's efforts."

Located in Casco, Maine, along Sebago Lake, Camp Sunshine provides a welcome retreat for children and their families coping with such life-threatening illnesses as cancer, kidney disease and lupus. Since 1984, Camp Sunshine has offered recreational, medical and counseling services at no cost to more than 20,000 individuals from diverse cultural and economic backgrounds.

About Tropical Smoothie Café

Established in Destin, Florida 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, gourmet sandwiches and salads. The company also caters. Tropical Smoothie Café includes menu options for breakfast, lunch and dinner. Ranked 127 out of 500 and rated one of the fastest growing franchises by Entrepreneur Magazine, the concept currently has 280 locations in 34 states. Plans call for 300 locations by the end of 2009. For more information, visit www.tropicalsmoothiecafe.com or call 888-292-2522.

About Camp Sunshine

Founded in 1984, Camp Sunshine is a year-round retreat, which provides respite, support, joy and hope to children with life-threatening illnesses and their immediate families through various stages of a child's illness. The camp is free of charge to all families, and includes 24-hour onsite medical and psychosocial support. Bereavement groups are also offered for families who have lost a child to an illness. Camp Sunshine is nestled in the tranquil natural beauty of Sebago Lake, Maine adjacent to Point Sebago Resort. The Camp Sunshine Campus can accommodate 40 families each week, and assists over 1,200 families a year. For more information, visit www.campsunshine.org.

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