



**For Immediate Release**

**Media Contacts:**

Camp Sunshine  
Matthew M. Hoidal, Esq., Executive Director  
(207) 655-3800, [mhoidal@campsunshine.org](mailto:mhoidal@campsunshine.org)

KG Partners  
Derek LaVallee/Rebecca Kotsimpulos  
(207) 773-0700  
[dlavallee@kgmoment.com](mailto:dlavallee@kgmoment.com)  
[rkotsimpulos@kgmoment.com](mailto:rkotsimpulos@kgmoment.com)

**Camp Sunshine Receives \$50,000 Donation from Hannaford Supermarkets**

*Gift Will Support a Free Weeklong Retreat for 40 Children with Cancer and their Families*

**CASCO, Maine — April 5, 2010** — Camp Sunshine, a one-of-a-kind national retreat in Casco for children with life-threatening illnesses and their families, today announced that it has received a \$50,000 donation from Hannaford Supermarkets. That money will provide a free weeklong camp vacation for 40 children with cancer, along with their parents and siblings, in 2010.

“Camp Sunshine is a unique organization that fills an important void in the treatment of children with life-threatening illnesses — offering a respite from the day-to-day challenges faced by the child and the entire family,” said Michael Norton, director of corporate communications for Hannaford. “We’ve supported Camp Sunshine for several years now and it’s been a privilege to see the progress the organization has been able to make with our assistance.”

Since 2006, Hannaford and the Hannaford Charitable Foundation have collectively donated \$200,000 to Camp Sunshine, with previous funds going toward the addition of a second floor to the camp’s main building. The completed second level now features a teen center, library and parents’ discussion room.

“The generosity of the entire Hannaford organization has been crucial to our mission and they’ve helped us take some important steps along the way,” said Matt Hoidal, executive director, Camp Sunshine. “Hannaford’s contributions have helped us expand and enhance our program and campus, enabling us to make an even greater difference in the lives of many deserving children and families, and we’re tremendously grateful for their support.”

Located in Maine’s scenic Sebago Lake region, Camp Sunshine offers respite, support and hope for families of children suffering from life-threatening illnesses such as cancer, kidney disease, lupus, brain tumors and solid organ transplants. Free of charge to all families, the camp features a 23-acre lakeside campus with 40 comfortable private family suites, as well as a climbing wall, indoor swimming pool and computer learning center. On-site medical and psychosocial support are provided. Since the camp’s inception in 1984, it has welcomed families from 47 states and 17 countries.

#### **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).

#### **About Hannaford Supermarkets**

Hannaford Supermarkets, based in Scarborough, Maine, operates 173 stores and employs more than 27,000 associates in Maine, Massachusetts, New Hampshire, New York and Vermont. Most Hannaford locations have full-service pharmacies and all stores feature Guiding Stars, the nation’s first storewide nutrition navigation system. In 2009, Hannaford became the first supermarket chain in the world to open a store built to the highest standards (Platinum LEED) of the U.S. Green Building Council. For more information visit [www.hannaford.com](http://www.hannaford.com).

#### **About the Hannaford Charitable Foundation**

The Hannaford Charitable Foundation was established in 1994 as part of a charitable giving program to provide financial support to nonprofit organizations dedicated to improving the communities in which Hannaford operates. In 2009, the Foundation contributed more than \$1,575,000 to 140 organizations across its five-state marketing area.

###