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**Camp Sunshine Raises \$500,000 in Matching Grant Challenge**

*New Balance Foundation Walkway Dedicated to Commemorate Reaching Fundraising Goal*

**CASCO, Maine — June 7, 2010** — Camp Sunshine today announced that it has raised \$250,000 to meet a grant challenge issued by the New Balance Foundation last year, in conjunction with Camp Sunshine's 25<sup>th</sup> anniversary. A ceremony was held on June 5 to dedicate the New Balance Foundation Brick Walkway in honor of their matching gift, which raised a total of \$500,000 toward Camp Sunshine's endowment and capital campaign. The Walkway, which encircles the camp grounds, consists of more than 3,200 engraved bricks, of which more than 850 were purchased by individuals and corporations in support of the New Balance Foundation matching challenge, and Camp Sunshine's mission to assist families of children facing life-threatening illnesses.

Camp Sunshine, located in Maine's Sebago Lake region, offers one of the only programs in the nation whose mission is to address the impact of a life-threatening illness on every member of the immediate family. While attending the various weeklong camps free of charge, families are able to rebuild relationships together and meet other families facing similar challenges.

"The New Balance Foundation's generous gift and the many donors who helped us fulfill their fundraising challenge will enable us to continue to offer families the support and services they

need to meet the challenges of a devastating illness,” said Matthew M. Hoidal, Esq., executive director of Camp Sunshine. “The New Balance Foundation Brick Walkway will be a permanent reminder of their generosity.”

“We are delighted to support Camp Sunshine through this matching gift challenge,” said Anne Davis, managing trustee of the New Balance Foundation. “With the participation of so many from our community who donated bricks, we are sending a vital message of support to families in need.”

To participate, donors purchased either a 4" by 8" brick for \$250, or an 8" by 8" brick for \$2,500. Bricks could be inscribed with messages of any kind or with a company logo. Even though the challenge grant was met, bricks are still available for purchase. This donation marks the second \$250,000 gift that the New Balance Foundation has made to Camp Sunshine. The Foundation also committed \$250,000 to Camp Sunshine's endowment in 2005.

Camp Sunshine is in the midst of a \$14.5 million capital endowment campaign to help expand and improve programs. They have currently raised an estimated \$10 million toward that goal.

As the only athletic shoe company that still manufactures a percentage of its footwear in the United States, New Balance owns five manufacturing facilities in the U.S., including Norridgewock, Norway and Skowhegan, Maine. The company currently employs more than 800 Maine associates.

#### **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 New Balance Foundation**

The New Balance Foundation is a charitable foundation established in 1981 and funded by New Balance Athletic Shoe, Inc. The Foundation's mission is to support charitable organizations which perform humanitarian services for the betterment of the community, with a particular emphasis on children. For more information, please visit [www.newbalancefoundation.org](http://www.newbalancefoundation.org).

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