

FOR IMMEDIATE RELEASE

Media Contact: Sharon Kitchens,
skpr@skpublicrelations.com
SK Public Relations,
207.542.3723

Saturday, October 20th – 4th Annual Boston Pumpkin Festival to Benefit Camp Sunshine has New Presenting Sponsor – Guinness Confirms Record Set at 2006 Event

Get ready to scare up a good time this fall at the 4th Annual Boston Pumpkin Festival. Festival organizer Camp Sunshine is proud to announce the Camp Sunshine Pumpkin Festival will take place on October 20, 2007 at Boston City Hall Plaza, and will be presented by Market Basket, a chain of 58 supermarkets located in Massachusetts and New Hampshire. All proceeds from the event will benefit Camp Sunshine, a national retreat for children with life-threatening illnesses and their families.

In 2006, 100,000 spectators watched first hand as 30,128 lit jack o' lanterns shattered the Guinness World Record and helped to create an event Bostonians would be talking about for months. The folks at Guinness World Records recently confirmed the record by awarding Camp Sunshine a certificate of approval. With the record firmly established, this year's focus will be less on numbers and more on the artistic and creative display of pumpkins.

Contests will be added this year with awards for creativity and uniqueness, and will include categories for individuals, groups, schools, and businesses.

In addition to jack-o-lanterns, there will be live music, magic shows, a costume parade, pie-eating contest, face painting, great food and of course pumpkin carving.

The event will start at Noon and will end at 8 pm.

Market Basket supermarkets have agreed to be the lead sponsor for this year's event. "We are proud to be associated with the Camp Sunshine Pumpkin Festival and to be the lead sponsor for an exciting and festive family event," said David McLean, Market Basket Operations Manager. "More importantly, we applaud Camp Sunshine and its staff for their wonderful gift of emotional and social support to children with life-threatening illnesses and their immediate families."

"We are pleased that Market Basket has decided to support this important event for us. This has been our largest annual fundraising event since we started it a few years ago, which makes Market Basket's partnership a critical one," said Matt Hoidal, Executive Director of Camp Sunshine. "Thanks to Market Basket's support of this event, we can continue to serve the many children with life-threatening illnesses and their families from throughout Massachusetts and New England who so desperately need our assistance."

As in years past, anywhere from 500-750 volunteers will be on hand to help make this event happen. Volunteers come from all over the northeast and beyond to support the event.

Nestled alongside the shores of beautiful Sebago Lake, 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 on them on a daily basis. The year-round program is free of charge and staffed almost entirely by volunteers. It has the distinction of being 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, Camp Sunshine has provided a haven for over 23,000 individuals from diverse cultural backgrounds. In addition to providing 24-hour onsite medical and psychosocial support the camp offers a variety of daily activities ranging from swimming and boating to 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.