



For Immediate Release

Media Contacts:

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

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

Camp Sunshine Adds New Member to Board of Directors

*Carol Hancock Brings Extensive Knowledge, Expertise and Board Experience to
Maine Nonprofit*

CASCO, Maine — May 3, 2010 — Camp Sunshine, a one-of-a-kind national retreat in Casco for children with life-threatening illnesses and their families, today announced the addition of a new member to its board of directors. Carol Hancock of Casco joined the board effective April 17. She was formerly a board member of the camp back in the 1990s, and since then has continued to actively support the program.

“Camp Sunshine’s important programs fill a void in the continuum of treatment by serving not just seriously ill children but their entire families, as well,” said Hancock. “I wholeheartedly support the work they’re doing, and it’s a pleasure to return to the board and assist them in their efforts.”

Hancock’s history of public service includes participation on the boards of organizations including Hancock Lumber, Hancock Land Company, the Carol & David Hancock Charitable Trust, Maine School Administrative District #61, Casco Public Library and Portland Stage

Company. A native of Casco, she is a retired educator and graduate of the University of Southern Maine.

“Carol Hancock and her entire family, as well as their family businesses — Hancock Lumber and Hancock Land Company — have been longtime supporters of Camp Sunshine, and we couldn’t be happier or more grateful to regain her help at the board level in guiding us through the coming years,” said Matt Hoidal, executive director, Camp Sunshine. “Carol’s vast and diverse board experience, as well as her dedication to the Camp Sunshine mission, make her an extremely valuable asset and we’re very fortunate to have her.”

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.

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