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## **News Release**

### **Hannaford Charitable Foundation Pledges \$50,000 to Camp Sunshine**

*Camp Sunshine in Casco one of only camps in U.S. that  
serves entire family of seriously ill children*

**Casco, Maine** (August 8, 2006) – Camp Sunshine announced today that the Hannaford Charitable Foundation has committed \$50,000 to the non-profit organization towards its endowment and capital campaign, launched earlier this year to raise funds to expand and enhance its program assisting families of seriously ill children on a year-round basis.

“The Hannaford Charitable Foundation is pleased to lend its support to Camp Sunshine,” said Brad Wise, Chairman of the Hannaford Charitable Foundation. “We hope that our contribution ensures that many more families will benefit from the invaluable programs provided by Camp Sunshine.”

Camp Sunshine, located in Maine’s Sebago Lake region, provides a camp vacation at no charge to children with life-threatening illnesses and their families. The camp 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 week-long camps, families are able to rebuild relationships together and meet other families facing similar challenges.

Camp Sunshine has attracted families from 44 states and 15 countries over the years, and provided a camp experience for more than 20,500 family members.

Camp Sunshine’s Board of Directors recently embarked upon a \$14.5 million endowment and capital campaign. Combined with other commitments received to date, the donation from the Hannaford Charitable Foundation brings the total raised by Camp Sunshine to \$5.3 million. Other contributors to date include the New Balance Foundation, the TD Banknorth Charitable Foundation and the Hancock Lumber family.

“We’re honored to receive a generous contribution from Hannaford, a company with a great Maine history,” said Matt Hoidal, Executive Director of Camp Sunshine. “Their support today will help us expand this important program and enhance our facilities, bringing more comfort to families throughout New England and the U.S.”

Founded in 1984, Camp Sunshine was the first and remains one of the only camps in the nation whose sole focus is on serving the entire family, and not just the sick child. The program is free of charge to all families, and includes 24-hour onsite medical

and psychosocial support. Bereavement groups also are offered for families who have lost a child to an illness.

For more information about Camp Sunshine's programs and to learn more about volunteering or making a donation, visit the camp's website at [www.campsunshine.org](http://www.campsunshine.org), or call (207) 655-3800.

The Hannaford Charitable Foundation was established in 1994 as part of a charitable giving program to provide financial support to non-profit organizations dedicated to improving the communities in which Hannaford operates. In 2005, the Foundation contributed more than \$1.4 million to 130 organizations across its five-state marketing area.