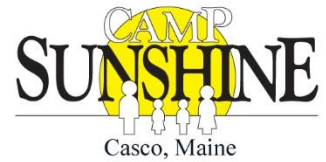


MEDIA ADVISORY/RELEASE

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Joanne Bean Named CEO of Camp Sunshine

Senior leadership team established to continue multi-year strategic growth process

CASCO, Maine (January 2023) – Camp Sunshine, a year-round, free retreat in Casco, Maine for children with life-threatening illnesses and their families, congratulates Joanne Bean in her new role as Chief Executive Officer. Bean joined Camp Sunshine in July as the Senior Vice President & Chief Development Officer and was promoted to CEO. Most recently Bean was the Vice President & Chief Advancement Officer at St. Joseph’s College of Maine for 9 years and previously, the Senior Director of Development at The Jackson Laboratory for 8 years.

“The board and I are delighted to announce the appointment of Joanne Bean as our CEO. Joanne brings over 30 years of progressive non – profit leadership experience and an important perspective to Camp Sunshine as the first leader to have attended Camp as a family. Her promotion is a tremendous win for the organization, and I could not be more excited to see what Camp Sunshine accomplishes under Joanne’s direction,” said Anna Gould, Camp Sunshine’s Founder & Board Chair.

Bean’s daughter, Shannon was diagnosed with Type 1 Diabetes at the age of 4, and Bean along with her family – husband, Paul; and daughter, Shannon; and son, Brian, attended Camp Sunshine in 1994 at the recommendation of her daughter’s pediatric endocrinologist.

“Our experience at Camp Sunshine was life changing. I’m honored to come back to help lead this incredible organization that provided a transformative experience to me and my family. It is an absolute honor and privilege,” said Bean.

Under Anna Gould and Joanne Bean’s leadership, Camp Sunshine has established a Senior Leadership Team – comprised of Ruth Calas, Vice President of Development; Roger Densmore III, Vice President of Finance; and Stephanie Feyler, Vice President of Program Operations & New Business Development.

“There’s a lot to be excited about right now,” said Bean. “We’re returning to a full schedule of traditional in-person programming this year and we’re working on solidifying new partnerships with our treatment centers, referral partners, volunteers and donors that will ensure families will be able to experience the magic of Camp Sunshine for years to come. Together we will strengthen the special work and family experience that we are noted for nationally.”

About Camp Sunshine

Founded in 1984, Camp Sunshine provides retreats combining respite, recreation, and support, while providing love, hope and promoting joy, for children with life-threatening illnesses and their families through the various stages of a child’s illness. www.campsunshine.org