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FOR IMMEDIATE RELEASE



## **Nearly 1,000 children are awaiting their Adirondack adventure... Double H Ranch Kicks off Camper Sponsorship Appeal for 2010**

Lake Luzerne, NY – May 25, 2010 – The Double H Ranch announced today that it is seeking camper sponsorships for the 2010 summer season that will make it possible for a child dealing with a chronic or life-threatening illness to spend a week in the woods FREE at the Double H Ranch in Lake Luzerne. The Summer Residential Camp program hosts nearly 1,000 campers (73 percent from New York State) who, because of a medical diagnosis, are unable to attend other summer camps. The 24-hour, on-site medical personnel, 2:1 camper/counselor ratio and hundreds of volunteer partners afford Double H children their week of Adirondack adventure.

“Can you believe I climbed the cargo net 25 feet to the top platform at the High Ropes Course”, said camper Jason, “Can you believe I got all the counselors out in dodge ball”, said camper Johnny; “Can you believe I made gooey green slime – eww! it’s cold and slimy, but yucky and fun!”, said camper Erin.

Two percent of the \$3.3 million annual operating budget raised each year by the Double H Ranch comes from co-founders, The Charles R. Wood Foundation and Newman’s Own Foundation, while ninety percent comes from the local community. Believe that you can make a difference by changing the game for Double H children. A full camper sponsorship is \$1,800, and there are opportunities to sponsor a child for a full week, ½ the week, 2 days of the week, 1 day of the week or any amount therein. The monies raised for Camper Sponsorship provides time — time to ride a horse, to climb the cargo net at the High Ropes Course, to make ice cream and slime, to tell stories around the campfire, to make a beautiful pair of earrings for mom, to take a 7:00am polar bear swim, to catch 18 fish — the kind of time that is often taken for granted — the kind of time that lives on forever.

For more information on sponsoring a Double H camper, call 518-696-5921 or go to [www.doublehranch.org](http://www.doublehranch.org).

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The mission of the Double H Ranch is to provide specialized programs and year-round support for children and their families dealing with life-threatening illnesses. Our purpose is to enrich their lives and provide camp experiences that are memorable, exciting, fun, empowering, physically safe and medically sound. All programs are FREE of charge and capture the magic of the Adirondacks.

