

Linda Smith
Double H Ranch
Founded by Charles R. Wood and Paul Newman
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FOR IMMEDIATE RELEASE



TEXT-TO-PLEDGE™
1-646-541-3939
TO BENEFIT THE CHILDREN AND FAMILIES OF THE DOUBLE H RANCH

Lake Luzerne, NY – August 3, 2009 – The Double H Ranch, founded by Charles R. Wood and Paul Newman, announces an opportunity to make a difference in the lives of children dealing with life-threatening illnesses and their families through TEXT-TO-PLEDGE™ on August 14, 2009. Set a reminder on your Blackberry and pull out your cell phone on August 14 and give a gift towards a week at summer camp for Michaela H. or a season on the slopes for Nick S.

Pledges of any amount are welcome and your text message will be broadcast on screen during the Double H Ranch's 18th Annual Gala taking place at The Great Escape & Splashwater Kingdom on Friday, August 14. You don't need to attend to help us succeed and for your message to be broadcast, but we'd love to have you join us for a traditional western round-up featuring cocktails and a silent auction, music by Back 40 and line dancing with WGNA, a good old-fashioned barbecue catered by Glen Sanders Mansion and rides and games in the park.



General admission is \$150 per person, ages 35 & under \$100 per person, ages 23 & under \$75 per person, and of course, we'd love your children to meet our children so your children, ages 5-12 are welcome and will be provided with a special children's meal and the opportunity to ride the rides with a qualified volunteer at a cost of \$40. Your attendance at our gala and/or your TEXT-TO-PLEDGE™ will help us reach our goal of raising 20% of our annual operating budget of \$3.1 million (2009) at this event.

For information on the gala or our TEXT-TO-PLEDGE™ opportunity, call Robin DeMattos, 518-696-5921, ext 228 or email rdemattos@doublehbranch.org.

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.

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