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FOR IMMEDIATE RELEASE



Double H Ranch Launches New Website www.doublehbranch.org

Lake Luzerne, NY – April 28, 2009 – The Double H Ranch announced today the launch of its newly redesigned website—<http://www.doublehbranch.org>. Upon your arrival you are immediately drawn into the magic of the year-round programs provided - Summer Residential Camp, Spring and Fall Family-based Programs and the Adaptive Winter Sports Program. The site is designed to allow easy navigation to these three core programs and provide detailed information about the scope of each program. In addition, the site is designed as a user-friendly resource for four distinct audiences – our donors who contribute \$3.3 million dollars in support of our annual operating budget each year, our lifeline of over 1,700 volunteers who contribute over one million dollars worth of service each year, year round and seasonal staff who work behind the scenes and provide unconditional love and inspiration and, most importantly, the 1,500 children and families we serve annually at the Double H Ranch.

The goal of the site is to provide answers to the many questions asked by the thousands of people who are connected, and are looking to connect, with the Double H Ranch. The site showcases real-life stories of people successfully raising money for the Double H children and families. Learn about Paul's Body Shop, our 24-hour medical facility that makes it possible for children with life-threatening illnesses to experience summer camp. Hear from the many volunteer doctors and nurses who came for just a week, and have been coming back for fourteen years since. Get a glimpse of what the Double H families take away from a weekend skiing together as a family, an experience they never would think imaginable, but is made possible at the Double H Ranch.

Visit the site, read the latest news on our blog, sign up for our email updates or make a donation online. We promise that you, too, will be captured by the magic.



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.