

CAMP SUNSHINE'S



SUNDAY, MARCH 9, 2025

THE STAVE ROOM

5:00 - 8:00 PM



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear Friend,

We are thrilled to invite you to the Sunshine Spectacular – Where the Magic of Camp Shines Bright! - a special fundraising event benefiting Camp Sunshine’s year-round programs for children with cancer and their families. This unforgettable evening will take place on Sunday, March 9, 2025, at The Stave Room, offering a unique opportunity for guests to experience the joy and magic of summer camp.

The Sunshine Spectacular is more than just a fundraiser – it’s a celebration of the strength, resilience, and spirit of the children and families who are part of our community. By attending or supporting this event, you’ll help ensure that Camp Sunshine can continue providing essential programs that bring hope to families throughout Georgia who are facing the challenges of pediatric cancer.

We would be honored to have you join us and help spread the word about this meaningful evening. Inside this press kit, you will find all the details you need about the event, the impact of our programs, and opportunities for tickets and sponsorship. Your support is crucial to making this event a success and ensuring that we can continue to make a difference for children with cancer.

Thank you for considering this opportunity to be part of something truly special. We look forward to the possibility of having you with us to help bring the magic of Camp Sunshine to life.

Warm regards,

Tenise Newberg
Executive Director



PRESS KIT CONTENTS

Event Details

Event Overview

About Camp Sunshine

Our 2024 Programs

Photos and Logos

Camper and Family Quotes

Contact Information

Press Release



EVENT DETAILS

WHEN:

Sunday, March 9, 2025

5:00 - 8:00 pm

VIP Reception starting at 4:00 PM.

WHERE:

The Stave Room

199 Armour Drive NE

Atlanta, GA 30324

WHAT TO EXPECT:

The evening will feature a variety show with performances inspired by the cherished summer camp talent show. Guests will also enjoy traditional camp activities and savor a menu of classic dining hall favorites. It promises to be a delightful evening showcasing the joy and fun of camp, while raising important funds that support Camp Sunshine's year-round programs.

TICKETS AND SPONSORSHIPS:

[Click Here](#)



EVENT OVERVIEW

4:00 – 6:00 PM

VIP Reception at the ASW Distillery.

5:00 – 6:00 PM

Event check-in followed by tons of fun camp activities, including a scavenger hunt, courtyard games, friendship bracelet creating, a photo booth, and much more!

6:00 PM

Dinner is served! Savor a selection of classic dining hall favorites, each with a delicious gourmet twist.

7:00 – 8:00 PM

Let the show begin! Enjoy a variety show featuring special performances from members of our camp community!



ABOUT CAMP SUNSHINE

OVERVIEW

Camp Sunshine was founded in 1982 by Dorothy Jordan, a pediatric nurse with a heartfelt vision to create a camp where kids with cancer could be kids again. We have grown by leaps and bounds since that first camp with 44 campers. Today, hundreds of campers and volunteers participate in summer camp, which takes place over two separate weeks for children and teens. In addition, our year-round programs throughout Georgia highlight everything from recreational overnight programs to regional sporting events and weekly hospital programs, as well as educational and support programs for the entire family. All programs are at no cost to the family thanks to our incredible community of donors and corporate sponsors like RaceTrac and Wendy's.

OUR MISSION

Camp Sunshine enriches the lives of Georgia's children with cancer and their families through recreational, educational, and support programs.

OUR VISION

The lives of children with cancer will be restored and strengthened by the embrace of our Camp Sunshine community.

ACCREDITATIONS





IMPACT – 2024 CAMP SUNSHINE PROGRAM HIGHLIGHTS

CAMP SUNSHINE PROGRAMS FOR CHILDREN WITH CANCER AND THEIR FAMILIES

- Camp Sunshine serves over 350 campers and their families annually through year-round recreational, educational, and support programs.

Camp Programs:

- Summer Camp is our flagship program, offered over two weeks in June for junior campers (ages 7-12) and teen campers (ages 13-18.)
- Throughout the year we host nine different camp weekend retreats for families, teens, and siblings.

Hospital-based Programs:

- Weekly support programs and fun activities are provided for oncology patients at Children's Healthcare of Atlanta and the Dwaine and Cynthia Willett Children's Hospital in Savannah.
- A full week of Sunshine 2U hospital-based summer camp brings the experience and joy of camp directly to children on treatment.
- We support the clinical care providers at the hospital by providing meals and care gifts.

Regional Programs:

- Regional events are offered across Georgia for our camper families to enjoy a fun outing at a local attraction, attend a sporting event, or celebrate the holidays.
- Families in South Georgia are served by our Savannah office which plans monthly events and activities for local camper families.

Special Events and Support Programs:

- BINGO family game nights are hosted virtually with fun prizes each month.
- Family dinners are offered four times a year at the Camp Sunshine House.
- Photo sessions are offered with professional photographers for our camper families.
- Spring Fling and Fall Festival seasonal family celebrations are held at the Camp Sunshine House.
- Planning for college informational session featuring David Graves, Director of Admissions at UGA, who guides campers and their parents through the college application and scholarship process.
- The Sally J. Hales Scholarship awards \$75,000 annually in scholarships for cancer survivors to support their educational pursuits after high school.
- Young adult programs are offered to alumni campers extending the supportive embrace of camp beyond graduation.

AND MORE – ALL OFFERED AT NO COST TO OUR FAMILIES!



PHOTOS AND LOGOS



Click the link below to access a Google Drive containing approved photos, logos, and promotional materials for the event.

[Click Here](#)



QUOTES & TESTIMONIALS

2024 Parent Survey Responses:

- This experience by far exceeded any expectations we had. Our daughter came home stronger and healthier. She loved every moment. Even for her first time being away, she said "I'm sorry to tell you this mom and dad, but I had so much fun I didn't even miss you guys!". Which we took in the best way. We were so happy that she stayed busy and active. She made wonderful friends and can't wait to come back. We loved being able to check on the photos daily and see what she had been up to. She can't wait to come back!
- We cannot thank the camp volunteers enough!! William returned and said he feels the best he's ever felt while at Camp Sunshine. He feels like he belongs and fits in. The counselor team and other volunteers are a huge part of this!!
- He was so excited about making new friends that have had the same struggles as him, they really grew so close over the week.
- Simply put Camp Sunshine is an amazing program from top to bottom.
- Thank you for all the love you pour into our children, for giving them a safe space to heal and find who they are in a way that honors and also integrates their experiences into who they are, not a diagnosis. We love Camp Sunshine!
- Camp Sunshine is a very grateful, precious and dedicated organization. The organization, staffs and volunteers are so amazing. It is really beyond words.
- Thank you everyone for making this happen for these kids. We are so grateful for you and the opportunity to experience a one of a kind camp!
- Thank you!!! I expected my child to have a good time. I didn't expect him to be transformed.

2024 Sally J. Hale Scholarship recipient essay excerpts:

- Camp Sunshine changed my life in my only year of attendance, where I made friends that'll last a lifetime and met individuals who inspire me to fight for my future despite my health making that a challenge. Camp Sunshine showed me that there are so many people who go through what I do every day and that I am not alone.
- Throughout my life's journey, Camp Sunshine has been a guiding light, a place where I have not only found similarity and happiness but also discovered my potential as a leader and a scholar. My affiliation with Camp Sunshine spans several years, beginning as a wide-eyed camper and evolving into a role of leadership and mentorship as a Leader in Training (LIT) during the summer of 2023. This transition was not merely a progression of titles but a testament to my commitment to the values and ethos that Camp Sunshine embodies. As a past camper, I understand firsthand the transformative power of this haven, where friendships are forged, challenges are overcome and memories are etched into the very fabric of one's being.



CONTACT INFORMATION

COMMUNICATIONS MANAGER

Meredith Allison

404.325.7979 ext. 131

meredith@mycampsunshine.com

DEVELOPMENT MANAGER

Julie Dascher

404.325.7979 ext. 117

julie@mycampsunshine.com

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FOR IMMEDIATE RELEASE

Contact:

Meredith Allison
Communications Manager
Camp Sunshine
404-325-7979
meredith@mycampsunshine.com

Camp Sunshine to Host Inaugural Fundraising Event: Sunshine Spectacular - Where the Magic of Camp Shines Bright - Presented by RaceTrac

Decatur, Georgia — Camp Sunshine is thrilled to announce its new family-friendly fundraising event, *Sunshine Spectacular: Where the Magic of Camp Shines Bright!* The event will take place on **Sunday, March 9th, from 5:00 PM to 8:00 PM at The Stave Room**, and promises an evening full of fun, nostalgia, and community spirit.

Held in celebration of the transformative experiences Camp Sunshine provides, *Sunshine Spectacular* invites supporters of all ages to enjoy an unforgettable evening while helping raise funds for Camp Sunshine's mission of enriching the lives of Georgia's children with cancer and their families through recreational, educational, and support programs.

Highlights of the Sunshine Spectacular

- **A Variety Show:** Enjoy captivating performances by members of our camp community—including campers, siblings, and more!
- **Delicious Dining Hall Favorites:** Indulge in classic camp dishes with a gourmet twist, sure to please every palate.
- **Traditional Camp Activities:** Relive the magic of camp with interactive activities that bring out your inner camper—fun for kids and adults alike!

"*Sunshine Spectacular* is an opportunity for our entire community to come together and celebrate the joy, friendships, and memories that Camp Sunshine creates for so many," said Tenise Newberg, Executive Director of Camp Sunshine. "We can't wait to share the magic of camp with everyone while supporting the year-round programs that make such a positive impact."

Proceeds from the event will directly benefit Camp Sunshine's year-round programs for children with cancer in Georgia and their families. All programs are offered at no cost, ensuring that our campers and their families experience the profound impact of camp and our programs, creating memories that last a lifetime.

Get Involved

Tickets for the *Sunshine Spectacular* are available now and can be purchased online at sunshine25.givesmart.com. Don't miss your chance to be part of this magical evening and support a cause that brings so much light to our community.

For sponsorship opportunities or to learn more about the event, please contact Julie Dascher at 404-325-7979 or julie@mycampsunshine.com.

About Camp Sunshine

For over 40 years, Camp Sunshine's programs have served campers and their families throughout their cancer journey, from diagnosis and through survivorship. The community of hope, encouragement, and fun that is created at Camp Sunshine makes all the difference in a child's cancer journey. Our programs let kids with cancer just be kids again, and help families form bonds that strengthen them in the face of great challenges. Through the generosity of donations, all programs are offered at no cost to families.
