



MEDIA CONTACT:

KC Covert

Marketing and PR Manager

208-350-6435

kc@camprainbowgold.org

FOR IMMEDIATE RELEASE

SOLDIER MOUNTAIN RANCH IDENTIFIED AS POTENTIAL PERMANENT SITE FOR CAMP RAINBOW GOLD

Agreement reached to purchase pending due diligence assessment of the site.

BOISE, Idaho (November 12, 2018) – Camp Rainbow Gold today announced an agreement to purchase Soldier Mountain Ranch and Resort, conditional to the findings of a 90-day due diligence of the property. The \$1.3 million purchase includes approximately 150 acres and 26 buildings, including 21 cabins.

“Camp Rainbow Gold is optimistically exploring this property and considering every detail to ensure it’s the right fit for us,” said Elizabeth Lizberg, executive director. “This opportunity changes our need to build a camp from the ground up, which would be an immense cost-savings and will allow us to run a smaller capital campaign.”

The resort, which is nestled at the base of the 10,000-foot peaks of the Soldier Mountains, is 101 miles from Boise; 89 miles from Twin Falls; and 49 miles from Hailey, making the location well-suited to serve the three valleys that Camp Rainbow Gold says much of their base is from.

“We are excited to have found a potential solution that allows us to remain in an area where we have a long-established history with families, supporters and volunteers,” Lizberg said.

Camp Rainbow Gold is a community supported organization and is thriving because of ongoing support from Idaho residents. Their Wood River Valley event “Share Your Heart Ball” is coming up on February 16, 2019, and tickets are available now if you would like to join an evening promised to be filled with hope, love and fun.

For more information about Camp Rainbow Gold or how to support the organization please visit www.camprainbowgold.org. For more information about Share Your Heart Ball tickets or sponsorships, please visit www.shareyourheartball.org.

###

About Camp Rainbow Gold

Camp Rainbow Gold is an independent nonprofit organization made up of a large network of generous, loving people who are devoted to providing emotionally empowering experiences to families dealing with a pediatric cancer diagnosis. What started in the mid 80’s as a week of camp for a handful of children diagnosed with cancer has grown into much more. Camp Rainbow Gold offers oncology camps, sibling camps and family retreats, college scholarships and a teen support group. Its programs are sustained by community fundraising, private donations and volunteer efforts. Camp Rainbow Gold provides services to more than 400 Idaho family members, is supported by more than 300 volunteers from across the nation and has been accredited through the American Camp Association since 2002. Learn more at www.camprainbowgold.org.