

FOR IMMEDIATE RELEASE

CAMP RAINBOW GOLD MOVING TO VIRTUAL CAMPS FOR SUMMER 2020

Nonprofit organization prioritizes health and safety, sees opportunity to reach more children.

APRIL 13, 2020 – Idaho nonprofit Camp Rainbow Gold has announced their summer camp programs will be provided via virtual events and activities this year. Health and safety of campers, families and volunteers are the top priority, and as a medical camp, Camp Rainbow Gold has been especially cautious for its campers and wants to respect the time and resources of local health systems and volunteers.

The mission of Camp Rainbow Gold is to provide emotionally empowering experiences to Idaho’s children diagnosed with cancer and their families. While most well-known for week-long summer camps, Camp Rainbow Gold also provides family events, the teen support group “Survivors Supporting Survivors”, a college scholarship program and a community of support for families who have endured pediatric cancer. Camp Rainbow Gold is much more than a week of camp.

“Our programs are going look different, but Camp Rainbow Gold is not closing, cancelling or changing our mission,” executive director, Elizabeth Lizberg shared. “We’re not going away, we’re getting creative.”

Camp leadership teams are already adjusting programs to assure children and families can experience the hope, love, fun and magic of camp from the comfort of their homes, or even hospital rooms. “This year is an opportunity to reach even more vulnerable children and families across the state who have been unable to attend in-person events due to cancer treatments,” Lizberg said. Camp Rainbow Gold is already connecting campers in new and innovative ways, leading art classes, hosting Easter activities, planning virtual campfires and game nights, and moving their teen support group online.

Camp Rainbow Gold’s summer program—combining Family Camp, Sibling Camp, and two Oncology Camps—will be held July 12-24, 2020. More information about the program schedule and events will be announced in June. Camp Rainbow Gold programs are open to any child who has ever experienced a cancer diagnosis. With virtual programs, children or families who may have previously been unable to attend camp for any reason should be encouraged to register and get involved. Families or caregivers should visit www.camprainbowgold.org or contact Camp Rainbow Gold by phone at 208-350-6435 or via email at info@camprainbowgold.org.

Lizberg shared, “It is not our intention to transition to virtual events forever. Our greatest connections and relationships are built at camp and through our teen support group and we are committed to returning to in-person events when it is safe to do so. But we may also find some virtual events we really love! Some programs may remain in place in the future to reach even more fragile children every year. We anticipate the creativity and imagination during this time is only going to enhance our programs overall and provide us incredible opportunities to connect.”

Camp Rainbow Gold is a community supported organization and is resilient because of support from Idaho residents. At the onset of the coronavirus situation in Idaho, Camp Rainbow Gold’s largest benefit, Share Your Heart Ball, was canceled a mere 48 hours before the event. While this was undoubtedly the right decision, it caused a devastating loss of funding for 2020. Donations made to Camp Rainbow Gold now will provide summer program resources and technology, support adjusted activities for camp, and help fund the 2020/2021 Scholarship Program.

In a time of isolation and health concerns—which our families are all too familiar with—our campers need hope, love and fun more than ever and Camp Rainbow Gold is committed to providing the best services possible.

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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.