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KEANU REEVES OFFERS UP “CONNECTION DURING COVID” TO AID CHILDREN WITH CANCER

Kids Battling Cancer Are the True Experts When It Comes to Quarantine

BOISE, Idaho (June 11, 2020) – It is no secret, the COVID-19 pandemic has devastated businesses across the country but the fallout for small charities has been incalculable. Camp Rainbow Gold, an Idaho nonprofit serving children battling cancer and their families, was hit hard. The rapidly spreading virus stopped the organization’s primary fundraiser, Share Your Heart Ball, with just 48 hours’ notice. As many other fundraisers and grants cancelled, Camp Rainbow Gold needed to get creative.

Enter Keanu Reeves on a white horse, a handful of other celebrities and many generous businesses and vendors. “We quickly realized we wouldn’t be the only ones moving our fundraiser to an online auction,” said Camp Rainbow Gold Executive Director, Elizabeth Lizberg. “We also realized after months at home, people are craving connections and experiences that are safe but fulfilling.”

Keanu Reeves, who typically keeps a low profile but has a sister who has battled Leukemia, is offering a 15-minute, private Zoom call for auction. He will share a glass of wine, tell stories, answer questions or even teach a few karate moves.

Recording artist and former Fifth Harmony member, Ally Brooke is also donating a 15-minute private, mini-concert via Zoom. Hollywood treasure and voice animator, Rob Paulsen is donating a 1-hour, personal experience where he will give the auction winner pointers on how he brings characters to life from *Teenage Mutant Ninja Turtles* to *Animaniacs*, *Pinky and the Brain* to *Jimmy Neutron*. He will include signed swag and a recorded voicemail message as part of the package. Laughs are guaranteed. And then there’s a top Hollywood film and TV producer who is offering up a 30-minute session with his team. This “Hollywood Moon Shot” experience will allow the lucky winner to pitch an idea, a script or get golden advice from some of the most seasoned pros in the biz.

For those who prefer something closer to home, the auction has everything from Treefort, Steelheads and Shakespeare tickets to restaurant gift cards or a new barbecue grill. There are vacations, staycations, bottles of wine, and spa packages—something for everyone and all of it providing for Camp Rainbow Gold programs.

“All this support is a game changer for us,” said Lizberg. “We feel like the little engine that could—a small charity in Idaho getting so much love and support to continue to provide our programs to children who have battled cancer.” The on-line auction opens on Monday, June 15th at noon and closes Monday, June 22nd at noon. Visit www.camprainbowgold.org/auction to view all the auction lots.

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About Camp Rainbow Gold

Camp Rainbow Gold is an independent nonprofit organization 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 free of charge 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.