

FOR RELEASE

ONLINE AUCTION RAISES MORE THAN \$60,000 FOR IDAHO NONPROFIT

Supporters far and wide donated to provide programs for children battling cancer.

BOISE, Idaho (June 29, 2020) – Idaho nonprofit Camp Rainbow Gold recently closed their online auction and were overwhelmed at the outpouring of support and generosity in the midst of a difficult year. Donors bid and outbid on more than 50 lots including celebrity experiences, unique gifts, dining, recreation and vacation packages—all in support of the nonprofit’s mission.

The COVID-19 pandemic has devastated businesses across the country but the fallout for small charities has been incalculable. Camp Rainbow Gold, serving children battling cancer and their families, was hit hard and the online auction was crucial. All funds raised from the auction will provide resources for Camp Rainbow Gold’s annual programs.

“Thanks to so many generous donors, supporting businesses, sponsors and bidders, our online auction raised nearly \$65,000 to support Idaho children and families,” Executive Director, Elizabeth Lizberg shared. “These donations, along with other grants and recent support, are affording us the opportunity to host a much-needed summer program in July, fund college scholarships for the upcoming school year, and continue planning teen and family events.”

Keanu Reeves offered a 15-minute private Zoom call for auction. The winning bidder has requested they and their winning bid remain anonymous. Other auction lots leading the way were vacation packages in the mountains of Idaho, a virtual meet and greet with Hollywood voice animator Rob Paulsen, and a once-in-a-lifetime racing experience sponsored by the mobile game Waffle Smash.

“The outcome of this online event has been a beacon of light for Camp Rainbow Gold,” Lizberg said. “It is a relief knowing we will be able to provide programs for children and families when they need it the most. The outpouring of love and generosity, not only from our community in Idaho, but around the country and worldwide, has been overwhelming and uplifting in ways we never imagined.

“We want to thank everyone who took time to bid, donate, learn or share. We are incredibly grateful and look forward to sharing how your support is providing hope, love and fun to children who have battled cancer.”

###

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.