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## **BLUE CROSS OF IDAHO DONATES \$700,000 TO CAMP RAINBOW GOLD**

*~ Donation is First of Three Installments to Support Camp Rainbow Gold's Capital Campaign ~*

**BOISE, Idaho, January 21, 2021** – Today, Blue Cross of Idaho announced a \$700,000 donation to Camp Rainbow Gold's capital campaign. The donation is part of a three-year, \$2.1 million commitment to help build a new medical camp at Hidden Paradise, the Camp Rainbow Gold property near Fairfield, Idaho.

"This is incredibly exciting news for Idaho's children battling cancer, their families and other organizations with a need for a medical camp," said Elizabeth Lizberg, CEO and Executive Director of Camp Rainbow Gold. "Blue Cross of Idaho has recognized this camp is a need in our state and we are thankful for their vision and generosity. With their investment, we can not only continue to make progress toward our master plan but more specifically fund construction of the Health Center, which will ensure we can provide medical care at a new level to allow even more fragile children to attend camp."

"Blue Cross of Idaho is committed to investing in Idaho's children to ensure each has an opportunity to grow, learn, and most importantly – be a kid," said Charlene Maher, President and CEO of Blue Cross of Idaho. "Camp Rainbow Gold has had one mission for its thirty-seven-year history: provide children with cancer and their families an escape from their illness. We are so pleased to partner with them over the next three years and beyond to build their new facility near Fairfield – which is the first medical camp in Idaho. I cannot wait to see joyous looks on the faces of children when they see the new camp complete."

Blue Cross of Idaho's funding will support construction and infrastructure necessary to build a health center on the property, which will support all campers and ensure medically fragile children can participate in programs.

Due to COVID-19, under the guidance of medical advisors Camp Rainbow Gold is currently accelerating some remodeling and construction plans and hopes to welcome campers for smaller, modified camp sessions and outdoor activities in July 2021. To learn more about the capital campaign, please visit [anewplacelikehome.org](http://anewplacelikehome.org).

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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. 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](http://www.camprainbowgold.org).

### ***About Blue Cross of Idaho***

Blue Cross of Idaho Health Service, Inc., a not-for-profit mutual insurance company based in Meridian, Idaho, is a leader in delivering innovative health insurance products, services and information to more than 585,670 members. For 76 years, the company has advocated on behalf of its members to ensure they have access to high-quality healthcare at the lowest possible cost. It also serves the people of Idaho through support of community organizations, programs and events that promote good health. Blue Cross of Idaho Health Service, Inc. is an independent licensee of the Blue Cross and Blue Shield Association. For more information, visit [bcidaho.com](http://bcidaho.com).