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NFL Great Carson Palmer Leads the Team to Heal Idaho

Former NFL Quarterback joins children's cancer charity to build Idaho's first medical camp at Hidden Paradise

FAIRFIELD, IDAHO, APRIL 18, 2022 — Carson Palmer, former NFL quarterback, Heisman Trophy winner, and Idaho resident is joining forces with Idaho nonprofit Camp Rainbow Gold. Palmer will serve as a spokesperson for their capital campaign to "Heal Idaho" by building Hidden Paradise, Idaho's first medical camp.

Palmer makes his home in Sun Valley, Idaho with his wife and young family. Like so many other Idahoans, his children have been awestruck by our wild rivers, sky-scraping mountains, and deep forests. Now, he's helping us ensure every child, no matter the diagnosis or disability, gets the chance to be a kid; to play outside, explore Idaho, and be with their peers at camp.

"In my career, I've been surrounded by men who many characterize as some of the toughest "heroes" on earth," said Palmer. "These children have gone through years of chemotherapy, surgeries, radiation or live with other medical challenges—they are the true heroes. They are the ones I sit in awe of. And I'm determined to do what I can to make up for the time they've lost getting to just be kids."

Camp Rainbow Gold CEO/Executive Director Elizabeth Lizberg said, "We've made incredible strides at Hidden Paradise. Two years ahead of schedule we are welcoming 10 camps to the property this summer—five of them from other nonprofit organizations. And we are just getting started. Having Carson on our team will take us to the next level and help rally even more support as we continue to push this vision for this camp forward."

With nearly 40 years of experience, Camp Rainbow Gold is spearheading the building of the medical camp on 172 acres outside of Fairfield. Nearly \$9 million has been raised to remodel existing structures, build an on-site health center, 12 ADA cabins, shower houses, 3 bike trails, a ropes course, and more. To stay on track with future construction, support the existing buildings with updated infrastructure, and build a main lodge to safely gather campers inside, another \$7 million needs to be raised.

"I'm ready to pick up a hammer and get this camp built—a camp that will serve so many children, families, and adults from across Idaho. Who wants to join me?" said Palmer.

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About Hidden Paradise

At Hidden Paradise, Camp Rainbow Gold is building Idaho's only medically designed, accessible, and adaptive camp — a welcoming space designed specifically for guests with medical needs to securely connect with nature and each other. Hidden Paradise will welcome children diagnosed with cancer and their families through Camp Rainbow Gold programs, while also providing the space and safety other Idaho medical organizations need to bring their own unique missions to life. Learn more at www.healingidaho.org.

About Camp Rainbow Gold

Camp Rainbow Gold is an independent nonprofit organization providing emotionally empowering experiences to families who have experienced 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.