



FOR IMMEDIATE RELEASE:  
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Contact:  
Jennifer Grant, CampOut for Cancer  
info@campoutforcancer.com  
Cell: 647-341-6075

## **CAMP FOR A CAUSE - - - REGISTER TO CAMPOUT FOR CANCER!**

Hamilton, ON — Just after the first long weekend of summer, Camp Trillium invites Canadians of all ages to register for a new fundraising event, CampOut for Cancer, which takes place Saturday, October 14, 2017. It's for everyone — kids, families, grandparents and young adults — because you can CampOut for Cancer anywhere!

“We want CampOut Campers to be creative with their night,” says Fiona Fisher, Director of Development for Camp Trillium. “We know some participants will CampOut on their living room couch. We're calling them the Couch Potato Campers. Others will CampOut in their backyards, or at their cottage or a favourite campsite. We'd also love to see teams Camping-Out with fun themes in community spaces like school gyms, fire halls or the local Legion.”

CampOut for Cancer is supported by **celebrity ambassadors**, including “Survivorman” Les Stroud, Chef Lynn Crawford and ChefD (Darryl Fletcher). Each ambassador is committed to get the word out about this unique event that will raise much-needed funds for Camp Trillium.

Camp Trillium is Canada's largest year-round recreation and camp program for kids and their families living with cancer. Kids just like Ashlynn from Bowmanville, diagnosed with Wilms Tumor at four years of age. As her family dealt with the trauma of childhood cancer, they embraced Camp Trillium's programs, where discussing things like surgery and chemotherapy is normal. Kids being kids on the ropes course, out canoeing, and singing camp songs also works wonders with the healing process for the entire family.

Join us this Friday, May 26 from 2:30 p.m. to 7 p.m. in York Promenade at Union Station, Toronto, for the CampOut for Cancer Launch and meet Barrie the Bear.

**About Camp Trillium:**

The largest of its kind in North America, the Trillium Childhood Cancer Support Centre offers year-round recreational experiences to bring children living with cancer and their families together. It sends more than 3,100 campers each year to 54 programs taking place in 10 communities throughout Ontario. It is a privately-funded, volunteer based organization.

**About CampOut for Cancer:**

CampOut for Cancer invites Canadians to create their own CampOut experience on Saturday, October 14, 2017. It's a great way to have fun while fundraising to send children living with cancer and their families to Camp Trillium. Each participant gets to plan where and how they'll CampOut, making this fundraising event ideal for everyone of all ages, no matter where they live or their physical ability.

Register or donate today at [campoutforcancer.com](http://campoutforcancer.com).

For more information, including ambassador interviews and high-res images, please contact Jen at [info@campoutforcancer.com](mailto:info@campoutforcancer.com).