



FOR IMMEDIATE RELEASE

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ST. JUDE'S RANCH FOR CHILDREN TO PICK UP **VAN** FROM CAMPBELL'S LABELS FOR EDUCATION PROGRAM!

WHERE: CHAPMAN DODGE

WHEN: FRIDAY – APRIL 8, 2011 AT 4:00 PM

WHAT: ST. JUDE'S RANCH TO GET NEW MINIVAN (FOR FREE!!!)

April 7, 2011 – Boulder City (Las Vegas), NV: St. Jude's Ranch for Children collected 1.6 million labels from the Campbell Soup Labels for Education Program and turned them in to receive a NEW VAN which they will pick up this **Friday at 4:00 PM at Chapman Dodge!** Under the program offered by Campbell's, participants need to collect 1,600,000 labels to earn the van and St. Jude's Ranch set a goal to earn them by the end of 2010. According to Sarah Sheehan, Director of Communications and Events, "We are so excited about this incredible milestone. We've been collecting labels for some time now and to reach this goal is a tremendous achievement. In these difficult economic times, with donations and grants being down, being able to fundraise in a way that doesn't cost our donors anything extra, other than sending us their labels is incredibly valuable. We simply could not purchase a new van right now, and with more than half our fleet of 17 vehicles being over 100,000 miles, we REALLY need the van! Thank you to all who helped us reach this amazing goal. What a wonderful way to support our kids!"

Sheehan adds, "Now it's time to start working towards the next van. Labels can be collected from a variety of products, many of which are probably already in most kitchens including soup cans, juices, spaghetti sauces and more. We have posted a complete list on our website at http://stjudesranch.org/help_campbell.php and encourage all readers to send us their labels." A campaign has also been launched on the St. Jude's Ranch for Children blog found at www.stjudesranchforchildren.typepad.com. The new van will help the Ranch transport the children to their many appointments, school and other activities and is desperately needed.

The mission of St. Jude's Ranch for Children is to serve all abused, abandoned, and neglected children and families, creating new chances, new choices, and new hope in a safe homelike environment. Children are placed at the Ranch when their parents or guardians are unable or unfit to adequately care for them. One of the most important features of the Ranch is the ability to keep large sibling groups together when they might otherwise be separated and scattered among several facilities in foster care. For additional information, visit www.stjudesranch.org.

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