



FOR IMMEDIATE RELEASE

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ST. JUDE'S RANCH COLLECTING CAMPBELL'S LABELS FOR VAN

1.6 million needed; 1.5 already raised! Only 38,553 to go...

August 18, 2010 – Boulder City, NV: St. Jude's Ranch for Children is currently within range of earning a new mini-van from the Campbell's Labels for Education program and is requesting help to cross the finish line. Under the program offered by Campbell's, participants need to collect 1,600,000 labels to earn the van and St. Jude's Ranch has already collected 97% of the total. According to Sarah Sheehan, Director of Events, "We are so excited about this incredible milestone. We've been collecting labels for sometime now and to be so close to this goal is a tremendous achievement. Our kids will love the new van and all our staff and generous donors are helping us push forward. We are hoping to have the van in time for the holidays and need only 38,553 more to reach the target of 1.6 million."

Sheehan adds, "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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