



**For Immediate Release
Photo Available on Request**

**CONTACT: Beth Starkin
Manager, Communications
The Hole in the Wall Gang Camp
(203) 745-2720
beth.starkin@holeinthewallgang.org**

More than 800 Athletes and Volunteers Raise More than \$400,000 to Support The Hole in the Wall Gang Camp at Sixth Annual Camp Challenge Ride and Second Annual Bandit 5K

NEW HAVEN, CONN., SEP 15, 2014 – More than 800 athletes and volunteers joined forces to support The Hole in the Wall Gang Camp at the sixth annual Camp Challenge Ride and second annual Bandit 5K, which took place Sunday, September 6. The only ride and run that starts and finishes at The Hole in the Wall Gang Camp, Camp Challenge has raised more than \$400,000 to date to help Camp continue to broaden and deepen the services it provides to seriously ill children and their families.

The event welcomed record participation from Camp alumni, veteran Team Hole in the Wall athletes and corporate partners. “The Hole in the Wall Gang Camp is such a special place for Hasbro and our employees. We actually had employees and their families participate in the Bandit 5k and in three of the four different Camp Challenge Ride options,” said Bandit 5K runner and Hasbro, Inc. employee Kevin Colman. “It was great to see so many blue Team Hasbro shirts in the crowd having some ‘serious fun’ for such a wonderful cause.”

The Camp Challenge Ride features four separate ride options: a 62.5-mile Metric Century, 15- and 30-mile rides for adults and teens aged 14 and up that start and end at the Camp in Ashford, Conn, and a Kid’s Ride for ages 4 and up that takes place entirely at the Camp. The Bandit 5K winds through 3.1 scenic miles of Camp trails.

The event raises money to support the Camp, which provides “a different kind of healing” to seriously ill children and their families through a variety of year-round programming including the Hospital Outreach Program that brings the joy of Camp to seriously ill children in hospitals across the Northeast and CampOut, a whimsical traveling van that brings Camp-style activities right to campers and families communities. All of the Camp’s services are free of charge.

“Camp Challenge is all about celebrating community, active-lifestyles and giving back,” said Ken Alberti, Camp’s chief development officer. “We remain inspired by the generosity and loyalty of so many community and corporate groups that have made this year’s event a record-breaking success”.

Riders received full support by SAG vehicles, a motorcycle support team, mobile bike-tech specialists, rest stops and hundreds of additional volunteers. The event concluded with a festival of music, food and entertainment and is a rare opportunity for participants and their guests to visit the Camp and participate in Camp activities and tours. Camp Challenge Ride sponsors include AETNA, The Simon Konover Company, Poland Spring, Hasbro, Inc., Stop & Shop, TJMaxx and Wyndham.

About The Hole in the Wall Gang Camp

Founded in 1988 by Paul Newman, The Hole in the Wall Gang Camp is a community dedicated to providing “a different kind of healing” to seriously ill children and their families through a variety of year-round programs. The Camp delivers fun, friendship and a healthy dose of mischief through its signature summer program and weekend sessions at the Camp facility in Ashford, Conn. as well as outreach to hospitals, clinics and communities across the Northeast. All services are free of charge. For more information, visit <http://www.holeinthewallgang.org>.

About Team Hole in the Wall

Team Hole in the Wall is The Hole in the Wall Gang Camp's grassroots community fundraising program; providing an opportunity for people to take action and make a positive impact on the lives of the children and families we serve. Team members participate in athletic events or use their passion and interests to create unique community events while raising funds and awareness for The Hole in the Wall Gang Camp.

#####