

# FOR IMMEDIATE RELEASE

January 22, 2010

## FOR MORE INFORMATION, CONTACT:

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### **CANDY GOOD FOR YOUTH, COMMUNITY and OUR TROOPS!**

Annual Camp Fire USA Candy Sale Benefits Greater Des Moines and Its Youth

By Supporting Programs and the U.S. Military

[Des Moines, Iowa — January 22, 2010] – Consumers throughout America have discovered that candy really is good for kids, their communities and honoring our U.S. Military. Each year, Camp Fire USA youth members across the country sell approximately 2 million units of candy, generating thousands of dollars for their councils. These efforts coupled with support from Des Moines, Indianola, Clarion/Belmond, Boone and Tama citizens and businesses help maintain a full range of programs and services that directly enrich the lives of youth in our area and better our community. Consumers also have the option to send candy to U.S. military troops overseas.

The Camp Fire USA Candy Sale is a decades-old tradition for the 100-year-old national youth development organization. Generations of Camp Fire boys and girls have dutifully served the organization by selling candy. As they plan and implement the local Candy Sale, these youth are giving back to Camp Fire USA and learning important life skills in the process. From January 21<sup>st</sup> through February 23<sup>rd</sup> the Heart of the Hawkeye Council will be conducting its annual Candy Sale, and proceeds will be applied toward its club programs.

“Boys and girls who participate in the annual Camp Fire USA Candy Sale are taking part in a unique learning opportunity emphasizing presentation skills, public speaking, math skills, teamwork, responsibility, confidence and goal-setting,” said Jacqueline Gibson, program director, Camp Fire USA Heart of Hawkeye Council, Des Moines, Iowa. “They have fun, too, and may not even realize they’re learning very valuable assets.”

Varieties of candy available include Brown and Haley’s Creamy Smooth Mint Patties, Almond Caramel Clusters, Almond Roca Buttercrunch and Adams and Brooks, Inc. P’Nuttles Butter Toffee Peanuts. Each box sells for \$5 each.

On January 23<sup>rd</sup> at Merle Hay Mall we kick off our annual candy sale with a candy sculpting contest. Different organizations and non-profits are invited to compete against each other by building a structure with Camp Fire candy. It is a wonderful way for these organizations to show support, by bringing attention to the fundraiser and their own organizations. The sculptures are left on display for up to two weeks with their marketing materials.

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“Purchasing Camp Fire USA candy is a simple way for consumers to support the youth of our community by encouraging such an outstanding educational benefit. With just a few dollars, you can make an investment that has immeasurable returns,” said Jacqueline Gibson..

Camp Fire USA candy can also be purchased to send overseas to our U.S. troops. At the end of February, the council puts together a huge care package that is sent off to our country’s military personnel as just a way of saying thank you from Camp Fire USA and its supporting community.

Camp Fire USA candy can be purchased for one’s self, as a unique gift or incentive item. Companies have chosen to use Camp Fire candy, in its playful and brightly-colored packaging, to promote to their employees and constituents the value of community involvement. Candy can be purchased directly from the council by calling 515-274-1501.

Also, be on the lookout for Camp Fire USA selling candy at the following locations:

**SITE SALES**

Candy Sale Kickoff Event @ Merle Hay Mall in the Food Court  
January 23<sup>rd</sup> from 9-11

*Merle Hay Mall in the Food Court*  
January 24 and February 6 from 12-5

Van and Bonnie’s FREE Chocolate Breakfast @ Hy-Vee Hall Conference Center  
5820 Westown Parkway in West Des Moines  
January 29 from 5-9AM

*Camp Fire USA Service Center 5615 Hickman Rd, DM*  
January 21 through Feb 23, 2010 from 8-5

And remember, while the Candy Sale runs for only a short time, Camp Fire USA programs benefit youth year-round!

Camp Fire USA is one of the nation’s leading not-for-profit youth development organizations, currently serving 735,000 participants annually. Camp Fire, with national headquarters in Kansas City, Missouri, since 1977, provides all-inclusive, coeducational programs in hundreds of communities across the United States. Camp Fire USA’s mission is to build caring, confident youth and future leaders. By design, Camp Fire’s programs, including small group experiences, after school programs, camping and environmental education, child care and service learning, build confidence in younger children and provide hands-on, youth-driven leadership experiences for older youth. For more information, visit [www.campfireusa.org](http://www.campfireusa.org).