

# Camp Soaring Eagle Hires Joseph Allen Agencies as PR and Marketing Agency for 2012 Annual Affair

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**Camp Soaring Eagle has hired the Palm Springs based Joseph Allen Agencies to handle the publicity and marketing campaign for their 2012 Annual Affair Gala.**

Palm Springs, CA, September 06, 2012 (**PressReleasePoint**) -- Camp Soaring Eagle has hired the Palm Springs based Joseph Allen Agencies to handle the publicity and marketing campaign for their 2012 Annual Affair Gala.

Camp Soaring Eagle is a non-profit organization that provides children with serious illnesses an opportunity to escape the reality of their sickness and experience a week of sheer joy in a camp setting.

This year's event theme is "CANDY LAND", and will feature décor, entertainment and cuisine inspired by the timeless children's board game.

Joseph Allen Agencies is offering its services pro-bono to the non-profit organization, and will coordinate all PR and marketing efforts for the event, focusing on public awareness and increasing sponsorship and attendance.

"This is such an important event for Camp Soaring Eagle and for the children needing their services that we have decided to work pro bono," said JAA CEO Tom Bauer. "I'm hoping it will help inspire others to sponsor and attend this wonderful event. We all need to do our part for these children."

Joseph Allen Agencies is a full service public relations and marketing firm that has proven itself able to truly understand the goals and direction of a company or organization after the initial meetings.

"We are so grateful to Joseph Allen Agencies for providing this service to us free of charge," said Camp Soaring Eagle Executive Director Jennifer Perry. "Sponsorships and donations of this kind are so crucial to the day-to-day operations of our organization, and we absolutely could not exist without them."

To get more information on Camp Soaring Eagle and find out other ways to contribute to this worthy cause, visit [www.campsoaringeagle.org](http://www.campsoaringeagle.org).

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## About Camp Soaring Eagle

The mission of Camp Soaring Eagle is to give kids with serious illnesses and their families a chance to discover the healing power of laughter and the sheer joy of play, that sickness has too long denied them, by providing camping experiences filled with excitement, challenge and fun in a medically safe setting at no charge to the children or families. Children from all over the southwestern US are recommended by their physicians to come and experience what may be a once in a lifetime opportunity to experience the thrill of summer camp and leave their worries and cares behind. For more information, please visit [www.campsoaringeagle.com](http://www.campsoaringeagle.com)

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## **About Joseph Allen Agencies**

With over 40 years of combined experience, the principals at Joseph Allen specialize in design, marketing and public relations for a diverse portfolio of clientele. At JAA, they place a significant focus on appealing to human emotion and psyche. They can handle all aspects of design and marketing needs through their internal staff, as well as through their incomparable mix of strategic partners. For more information, visit [www.josephallenagencies.com](http://www.josephallenagencies.com)

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