

Former AZ Cardinal Dr. Ray Perkins Supports Camp Soaring Eagle's 2012 Annual Fundraising Event

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Former Arizona Cardinal Dr. Ray Perkins has come out to support Camp Soaring Eagle's 2012 Annual Affair.

Sedona, AZ, October 04, 2012 - **(PressReleasePoint)** - Former Arizona Cardinal Dr. Ray Perkins has come out to support Camp Soaring Eagle's 2012 Annual Affair. The all-day fundraising event will take place on October 20th, 2012.

Dr. Ray Perkins was told as a child that, due to his asthma and a condition that required him to wear leg braces, he would never play competitive sports. Dr. Perkins went on to play football in college and for several NFL teams including the Dallas Cowboys, the Cleveland Browns and finally the Arizona Cardinals in the late 1980's before retiring.

Dr. Perkins first got involved with disadvantaged children as a teacher and coach at the Canyon State Academy (formerly the Arizona Boys' Ranch), a school for delinquent youth. Dr. Perkins now works as the vice-principal at Dobson High School in Mesa, Ariz.

Today, Dr. Perkins supports the efforts that Camp Soaring Eagle works towards to encourage children and spread the message that illness should never stop you from living life to the fullest.

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.

Dr. Perkins will be present at the event on October 20th. The theme of the 2012 Camp Soaring Eagle Annual Affair is 'CANDY LAND', featuring décor, cuisine and entertainment based on the popular children's board game. It is being held at the Arizona Biltmore Hotel in Phoenix, Ariz.

The event will kick off at 8:30 a.m. with a golf tournament, followed by a VIP Reception at 5 p.m., and then the 'CANDY LAND' Gala beginning at 6 p.m.

For more information and to learn more about sponsorship opportunities, visit 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.org

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

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