



December 15, 2010

Dear Fellow ACA Parents:

My name is Nicole Bernard Dawes. I am the Co-Founder and CEO of Late July Organic Snacks and also a camp parent. I'm writing to you to proudly introduce my company's new partnership with the American Camp Association for our new line of organic Multigrain Snack Chips. I always had wonderful memories of my own camp days, but it wasn't until I became a camp parent that I fully understood the important role camp plays in the life of a child. More specifically, it was my oldest son's experience at camp that inspired me to contact the ACA about a partnership.

My father passed away two years ago and my son, who was 6 at the time, was very close to him and took it very hard. He began having a difficult time at school, but it wasn't until summer camp that we fully realized how tough this was for him. The camp counselors didn't recognize the same kid who had been a joyful camper one summer earlier and they reached out to me. Throughout the course of that summer the directors and counselors banded together and helped my son find his way back to his old self. Our family has seen firsthand what camp can do and how important it is to the development of a child. We are so grateful for the positive impact camp has had on our family.

I'm sure many of you have also had similar inspirational experiences, but unfortunately for many camp is out of reach. By donating 10% of the profits from our new line of Multigrain Snack Chips to the ACA we hope we can bring a little of that magic to kids who would otherwise miss out. We wish every child could have a chance to explore in the woods, swim in the ocean, sit by a campfire under a starlit sky and the all the other reasons we named our company Late July.

Our new snack chips are currently available in Whole Foods with wider distribution starting in January of 2011. They proudly feature the ACA logo, are certified organic, certified gluten-free, peanut/tree nut free, 100% whole grains and come in three flavors: Sea Salt by the Seashore, Dude Ranch and Mild Green Mojo. To learn more about Late July or our line of Organic Multigrain Snack Chips please visit www.latejuly.com.

We are very excited to be working with the America Camp Association and look forward to a long, successful partnership. Join us in helping the ACA reach the goal of 20 million kids in camp by 2020 and learn more about their Send a Child to Camp Fund!

Best regards,

Nicole Bernard Dawes
Co-Founder & CEO