



Believe In Tomorrow
Children's Foundation

FOR IMMEDIATE RELEASE
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**Believe In Tomorrow National Children's Foundation and the PBR
Team Up to Offer Families With Critically Ill Children Behind the
Scenes Access to the Toughest Sport on Dirt**

The Believe In Tomorrow National Children's Foundation (www.believeintomorrow.org) and the PBR (Professional Bull Riders, Inc.) have been offering families with critically ill children a Hands On Adventure, and exclusive behind the scenes access to the toughest sport on dirt for over a decade.

Believe In Tomorrow National Children's Foundation provides exceptional hospital and respite housing for families with critically ill children. The foundation has two long term hospital housing facilities and five respite facilities along the mid-Atlantic coast and in the mountains of Western Maryland, that families can use free of charge to escape the stress and trauma of battling a child's life threatening illness.

In an effort to give back to the men and women who serve in the Armed Forces, two of the foundation's respite facilities prioritize military families with critically ill children.

Believe In Tomorrow families will have behind the scenes access at Professional Bull Riders, Inc. events, in more than twenty cities, as the PBR kicks off its 2010 season at First Mariner Arena in Baltimore, on January 3. "Thanks to Randy Bernard, Todd Pierce, the riders, their wives and all our friends at the PBR, our families get to see what goes into producing the 'toughest sport on dirt'," said Brian Morrison, Founder & CEO of Believe In Tomorrow National Children's Foundation.

In addition to Believe In Tomorrow's hospital and respite housing programs, Believe In Tomorrow's Hands On Adventure Programs offer families exclusive access to compelling opportunities that help alleviate the stress of medical treatments and surgeries and help them look forward to a brighter tomorrow.

Believe In Tomorrow National Children's Foundation has forged relationships with the PBR, the NHRA (National Hot Rod Association) and Blimp Air Ships, so families can get up close and personal with the riders and the bulls, enjoy a day in the pit at the speedway or enjoy a ride in a Blimp.

CHILDREN'S HOUSING

Hospital Housing

- Believe In Tomorrow Children's House at Johns Hopkins
- Believe In Tomorrow House at St. Casimir

Respite Housing

- Believe In Tomorrow House By The Sea
- Believe In Tomorrow House on Fenwick Island
- Believe In Tomorrow House on the Bay
- Believe In Tomorrow House on Wisp Mountain
- Believe In Tomorrow House at Pinnacle Falls

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We wanted to Thank-you for this very special opportunity to meet some of the worlds best Bull Riders and go behind the scenes to get up close & personal with people & Staff from the P.B.R. & even the Bulls!

It was a very special treat for the whole family on many different levels.

While Trevor was very sick he watched the movie "8 seconds" many times - so it was very exciting to be able to meet Cody Lambert - on whom one of the Characters was based!

It was also very inspiring to talk with the riders & Chaplain as well as healing to be able to spend time with the entire family. We will be forever grateful!

P.S. The 2 pictures are Cody Lambert with the entire family and Trevor w/ his Dad Bill, the Chaplain & Kody Kustich.

Prosperous Blessings,

The Knight Family