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New London, Wis. – November 23, 2016 – Rawhide Boys Ranch kicked off a new online fundraising campaign, *The Plentiful Project*for this holiday season. The Plentiful Project aims to help provide youth placed at Rawhide with clothes, meals and educational opportunities. These basic necessities have a bigger impact than any person could ever imagine. By providing these creature comforts, a donation will help Rawhide build trusted, family connections and meet the basic needs of at-risk youth.

Rawhide invites the public to help give all the comforts of a loving home during Giving Tuesday, November 29 and throughout the holiday season, with home-cooked meals, well-fitting clothes, and a chance for a better future. Any contribution can change a life. For example, a gift of $25 provides an entire week of meals for a student, helping Rawhide begin remarkable transformations in these young men.

The Plentiful Project campaign can be supported through GoFundMe.com by searching “Rawhide” or by visiting www.rawhide.org

**About Rawhide:** Founded in 1965 and located outside of New London, Wis., Rawhide Boys Ranch emphasizes a faith-based residential environment as an alternative to juvenile corrections for court-referred and at-risk young men. In addition, Rawhide provides services to youth and their families through community-based programs, such as outpatient counseling, adventure based summer camps and Intensive Family Weekends. Families interested in scheduling an appointment for outpatient counseling services should visit [www.rawhide.org/strongfamily](https://www.rawhide.org/strongfamily) or call toll free 1-877-300-9101. Most major health insurance plans are accepted and a sliding fee is also available. Learn more about Rawhide by visiting the website at [www.rawhide.org](https://www.rawhide.org/).