



Charities & Philanthropy: Kids Need More, Inc.

[*Kids Need More*](#) is a 501(c)3 non-profit organization located on Long Island that helps create unique experiences for children and families living with cancer. [*Kids Need More*](#) strives to provide safe, insulated environments for children and their families to enjoy time together. One of *Kids Need More's* summer initiatives is an experience called Camp Adventure.

CHASELLA Managing Partner Jim Kaplan first became involved with *Kids Need More* in 2013, later joining the advisory board in 2015. During the Summer 2015, Kaplan [sponsored an episode of the nationally-televised series, *The HookUp*](#), which aired on the YES! Network, and is produced by legendary sports marketer, Brandon Steiner, and his company, Steiner Sports.

“My goal through sponsoring the TV episode,” said Kaplan, “was really to provide the organization with some much-needed visibility. *Kids Need More* does fantastic work that deserves to be recognized, applauded and supported.” For this special episode shooting of *The HookUp*, Steiner Sports brought in legendary career Yankees player and established singer/guitarist, Bernie Williams, who visited Camp Adventure this past August. Bernie sang a lively rendition of *Take Me Out To The Ballgame*, for over one hundred children and their families, and gave out dozens of musical instruments to the campers.

“To help support such a wonderful initiative was a truly rewarding experience,” commented Kaplan. “I am very grateful to Brandon Steiner and Steiner Sports for providing a new kind of visibility for the organization. My hope is that people who see the episode might reach out and engage with [*Kids Need More*](#).”

Watch the entire episode online [HERE](#).

For more information, visit www.kidsneedmore.org and www.chasella.com