



Donald A. Ortale, President & CEO
dortale@ortaleassociates.com

Ronald A. Bruns, Senior Associate
rbruns@ortaleassociates.com

ORTALE AND ASSOCIATES, Ltd.

Contact: Donald A.Ortale
Phone: 630-965-1000
E-Mail: info@ortaleassociates.com

News Release

INTERNATIONAL SELF HELP PROGRAM TO EXPAND CHARITABLE FOUNDATION

Traci S. Campbell's C.H.A.M.P. Within Program Extends Global Influence to
Nairobi, Kenya

Addison, IL May 2, 2012 -- C.H.A.M.P. Within, a rapidly expanding self help educational program providing much needed emotional support for teens and adults living through the challenges of the single parent environment, has forged an alliance with Ortale and Associates Limited, a leading Chicago based consulting firm specializing in the advancement of charitable foundations, to develop operations as a registered 501 (c) (3) charitable organization.

C.H.A.M.P. Within is the educational arm of the C.H.A.M.P Community Project founded in 2007 by author and certified life and business coach Traci S. Campbell, following her journey down a path of introspective and spiritual life changing experiences. The organization, with current locations in Houston and San Antonio Texas, has recently expanded its operational influence to Nairobi, Kenya, where those in need can take advantage of a myriad of educational tools supported by dedicated staffers and technological support available through the Internet.

Throughout her 15 year career as an IT Consultant for the likes of Sears, IBM and McDonald's Corporation, Campbell often derived her greatest satisfaction from her natural tendency to coach and mentor. In 2007, it was "the blessing" of her role as caregiver for her ailing mother that ultimately created the vision and motivation for a powerful, practical program that provides emotional and mental support to those struggling with challenging issues such as depression, insecurity, financial hardships, abuse, divorce and all the battles these issues cause.

"My mother's passing, her story and personal struggles led to the creation of the C.H.A.M.P. Within Program. It is with great pride and in her memory that we pursue this labor of love that has taken on a life of its own," said Campbell. "I am in awe of our early growth and our ability to directly enrich the lives of children and adults regardless of their upbringing. I am confident that our vision, combined with the personal attention and corporate side non-profit expertise we gain through our relationship with Ortale and Associates, will continue to open new doors and propel us to new heights."



Main Office: 1251 Scarlet Drive • Addison, IL 60101 **T:** 630.965.1000

National Sales Office: 420 W. Stone, Suite 2E • Villa Park, IL 60181 **T:** 630.833.0699

Web: ortaleassociates.com



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"We are thrilled to be selected by Traci and to support the C.H.A.M.P. organizational values in their mission as they reach out to those who may have previously lacked the tools or resources to recognize their abilities and strive to achieve their life goals," said CEO and President Donald Ortale. "Traci's demonstrated leadership skills and compelling life experiences make her the perfect fit for an organization poised to make a positive difference in the lives of others. It is expected that the C.H.A.M.P Within project will attain registered 501 (c) (3) status by late Spring, 2012."

The C.H.A.M.P. Within is a practically powerful, highly interactive, spiritually grounded, easy-to-use book and workbook program. The program is based on the areas of Character, Happiness, Attitude, Mentality, and Purpose. These qualities are geared to encourage and foster strong mental, spiritual and emotional foundations in teens and adults living through the challenges of the single parent environment. Through daily exercises over a five week program, these main concepts are taught in one very effective package that will make a profound difference in the lives of teens and adults all over the world.

Traci S. Campbell believes it is never too late to make a change for yourself whether you're alone, single with kids or married. She advocates empowering yourself by integrating the motivational yet practical C.H.A.M.P Within Program into your life. "If you have children, it's essential to their livelihood and the livelihood of their children that you break the patterns of negativity, so they can break those patterns, too," said Campbell. "If you are alone, it's time to defeat old demons and thoughts."

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About Ortale and Associates Limited

Ortale and Associates Limited is a business consulting firm specializing in strengthening existing non-profits in the areas of Board Leadership and Governance, Fund Raising Strategies, Short and Long Range Strategic Planning, and Public Relations/Marketing campaigns.

Ortale and Associates Limited is often called upon by individuals and companies to guide new charitable organizations through the start up strategies of securing the IRS 501 (c) (3) charitable designation.

In addition to the above, Ortale and Associates Limited assists for-profit organizations to identify, develop, integrate, strengthen and measure Corporate Social Responsibility Strategies.



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