

FOR IMMEDIATE RELEASE

PR Contact: Alicia Zimbalist

alicia@jewishcamp.org/646.278.4546



FUN IN THE SUN
What Is Jewish Camp Like?

June 29, 2010 (New York, NY) – Summer is officially here! For many children this means spending time outdoors, playing sports, swimming, and spending time with friends. Across North America hundreds of thousands of kids will do this at camp – and 70, 000 of them will attend a nonprofit Jewish camp. The **Foundation for Jewish Camp** (FJC), the only public organization dedicated to nonprofit Jewish summer camp, explains why, with all the options out there, kids in growing numbers are choosing these special havens and dispels some common myths about them.

Why Jewish camp?

Without realizing it (and while having fun) campers learn about their religion, their heritage, and themselves. Jewish camp also teaches children independence and social skills while they are encouraged to explore personal interests. Each camp has their own programming and rituals, but research shows that Jewish camp alumni are more likely to be involved in and be leaders in their community.

Where are the Jewish camps?

There are over 150 nonprofit Jewish overnight camps throughout North America. They are in Colorado, Mississippi, Missouri, Nova Scotia, Quebec, Tennessee, Texas and more!

What do kids do at Jewish camp?

They do all the activities other camps offer including sailing, soccer, arts & crafts, basketball, campfires, and much more! The difference is that Jewish camps create programs which incorporate Jewish education and the importance of community into activities. Jewish values from environmentalism to repairing the world are instilled into everyday tasks.

There is a camp that perfectly fits every child and family. While one kid is looking for a camp that offers horseback riding, another wants a ropes course. A child may be looking for Hebrew studies, but his neighbor may want no more than the names of buildings and activities being in Hebrew. www.JewishCamp.org/camps allows parents and children to browse options with various filters.

This summer marks the opening of five brand new innovative camps which were participants of the Specialty Camps Incubator, run by FJC and funded by the Jim Joseph Foundation. This groundbreaking program, the only one of its kind, was created in response to the growing market and demand for overnight summer camps focused on specific skill development infused with Jewish influences and values.

The camps - filled with campers from 40 states, plus Canada, Mexico, Israel, Brazil, Poland, Singapore, and Taiwan - are:

- **Six Points Sports Academy** (*North Carolina*) is a sports camp offering intensive individual and group training in state-of-the art facilities.
- **Eden Village Camp** (*upstate New York*) is a camp focused on environmentalism and rooted in the Jewish vision of an environmentally sustainable, socially just, and spiritually connected world.
- **Adamah Adventures** (*Georgia*) allows teens to take on some of the country's most thrilling, awe-inspiring outdoor adventures during 18-day treks.
- **92Y Passport NYC** (*New York City*), the only overnight camp located in Manhattan, allows campers to experience New York City like a New Yorker. Kids learn from NYC's top creative talent in one of four exciting specialties offered: film, fashion, culinary arts, and music.
- **Ramah Outdoor Adventure** (*Colorado*) takes teens on an array of spectacular activities in the heart of the Rocky Mountains from hiking to horseback riding to climbing.

###

The Foundation for Jewish Camp (FJC) is the only public organization dedicated solely to nonprofit Jewish overnight camps. FJC employs a variety of strategies toward a single goal: to increase the number of children in Jewish summer camps. To this end, the Foundation creates inspiring camp leaders, expands access to and intensifies demand for camp, and develops programs to strengthen camps across the Jewish spectrum in North America. Through strategic partnerships on local and national levels, FJC raises the profile of Jewish camp and serves as a central resource for parents and organizations alike. FJC works with more than 150 camps, 70,000 campers, and 10,000 counselors across North America to further its mission. www.jewishcamp.org