



**FOR IMMEDIATE RELEASE**

**CAMPAIGN KICKS OFF EFFORT TO PROVIDE CAMP EXPERIENCE FOR  
UNDERPRIVILEGED KIDS AND HELP PARENTS FIND A CAMP**

***“The Power of Camp” Seeks to Connect Young People  
and Those Who Care About Them in a Life-Changing Partnership***

**Colorado Springs, Colo. (January 28, 2014)** – Christian Camp and Conference Association (CCCA) has launched a campaign to send thousands of underprivileged kids to camp for a week. The Power of Camp is a national initiative to raise campership dollars and to help local camps across the U.S. give kids the best week of their lives in a beautiful, natural setting. The campaign is also geared to help spread the word about the wide variety of summer camps that are available, along with the unique experiences campers can have.

“Imagine the impact if any kid, anywhere could go to camp regardless of their ability to pay. Imagine if kids struggling with their identity, longing to be loved, faced with huge peer pressure or thoughts of self-injury could experience in a beautiful place the love of a God who has a plan for their lives,” said Gregg Hunter, CCCA President/CEO.

The Power of Camp seeks to raise funds to provide member camps and conference centers money for camper scholarships. Currently, each scholarship awarded is \$125, but donations of all sizes are encouraged.

CCCA is also educating parents and the public about the unique benefits children receive from a week at camp, including time to decompress and consider their future and who they want to be; experiencing acceptance from positive adult role models; and gaining a clearer understanding of their purpose in life.

**Facts:**

- On average, kids spend 3.5 minutes in meaningful conversation with their parents each week. ([www.csun.edu/science/health/docs/tv&health.html](http://www.csun.edu/science/health/docs/tv&health.html))
- Kids age 8-18 spend an average of 7.5 hours a day using entertainment media. ([www.cdc.gov/obesity/childhood/problem.html](http://www.cdc.gov/obesity/childhood/problem.html))
- Children play outside an average of four minutes a day. ([www.kff.org/entmedia/upload/8010.pdf](http://www.kff.org/entmedia/upload/8010.pdf))
- A week at camp provides kids with more than 10,000 minutes away from the pressures of daily life, in a beautiful, natural setting with trusted adult role models.

*Approximately 6 million people attend a CCCA member camp each year. There are more than 830 member camps in some of the most beautiful settings in North America—places where caring adults invest in the lives of kids and their families, places where campers can make friends and ask some of life’s most important questions while also enjoying the environment and moments of quietness. Camp also provides high-adventure activities like ropes courses, water sports, horseback riding and other experiences that help build self-esteem and confidence.*

*CCCA offers a search portal that allows parents or youth leaders to find a camp in their area based upon a wide array of criteria: [www.ccca.org/go/findacamp](http://www.ccca.org/go/findacamp).*

[www.ThePowerofCamp.com](http://www.ThePowerofCamp.com)

To book an interview with CCCA CEO/President Gregg Hunter, or to gain access to real stories of lives changed at camp, photos of camp today, video clips or a visit to camp, please contact: Christina Garvin at [christina@sundaripr.com](mailto:christina@sundaripr.com)

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