

Sample Press Release - Adjust the text to fit your camp's program!

FOR IMMEDIATE RELEASE

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**Camp XYZ Makes Green Changes in the Three Hours to Change Summer Challenge**

Rustictown, Maine -- July 8, 2009 -- Campers and staff at Camp XYZ are helping to make their camp a greener, more environmentally friendly place. On July 8, 2009, from 9 a.m. to noon, Camp XYZ is participating in the Three Hours to Change Summer Challenge, with a goal to decrease the effect their camp has on the environment, through education and action.

Three Hours to Change is a group of camp professionals dedicated to helping camps jump-start a shift toward greener operations, and to involve campers and staff in bringing about green changes. Camps across New England will join together in the Summer Challenge on July 8, 2009, to promote environmental awareness and resource and energy conservation.

Camp XYZ director Blue Green said, "Our camp staff learned about the Three Hours to Change Summer Challenge at a camping conference this spring. They arrived for the summer excited about helping Camp XYZ lighten its environmental impact. The campers can't wait for Three Hours to Change!"

With guidance from senior camp staff, Camp XYZ counselors-in-training have planned activities for the whole camp, including even the youngest campers in making Camp XYZ a greener place. The oldest campers will maintain the trail to Camp XYZ's rustic campsite. The intermediate campers will plant an organic flower and vegetable garden, and the youngest campers will collect materials for re-use, to create signs reminding everyone to take daily conservation steps like taking shorter showers, turning off lights when leaving a building, and composting food waste at meals.

Camp XYZ, founded in 1931 on the shores of beautiful Bluewater Lake in Rustictown, Maine, provides exceptional summer experiences for boys and girls ages eight through fourteen, with a full program in snorkeling, underwater basket-weaving, and llama herding.

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