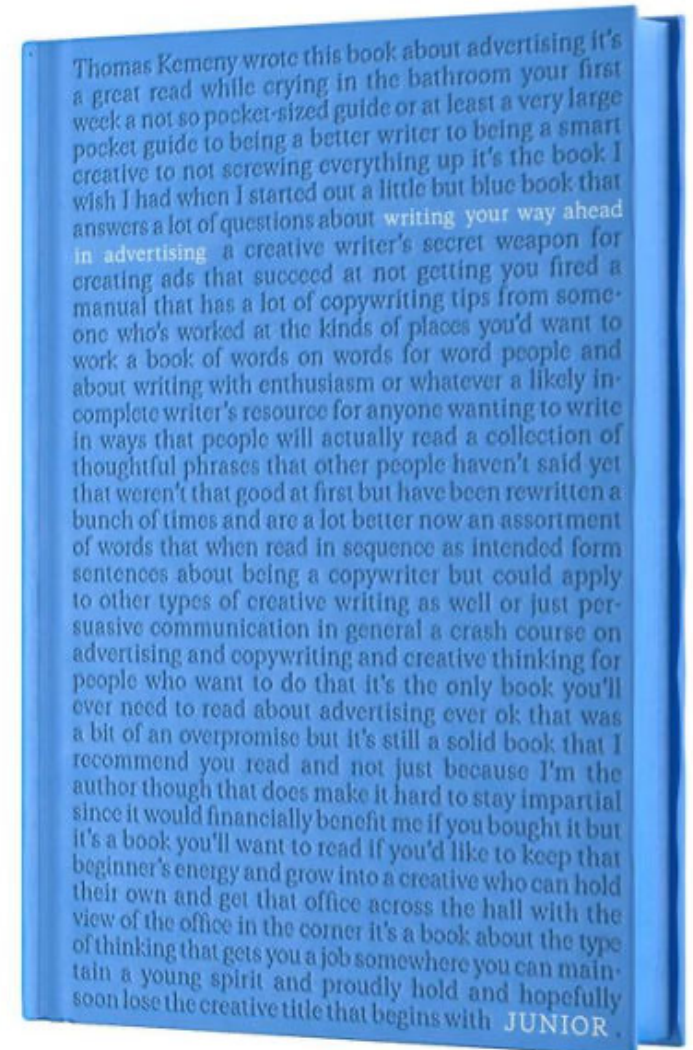
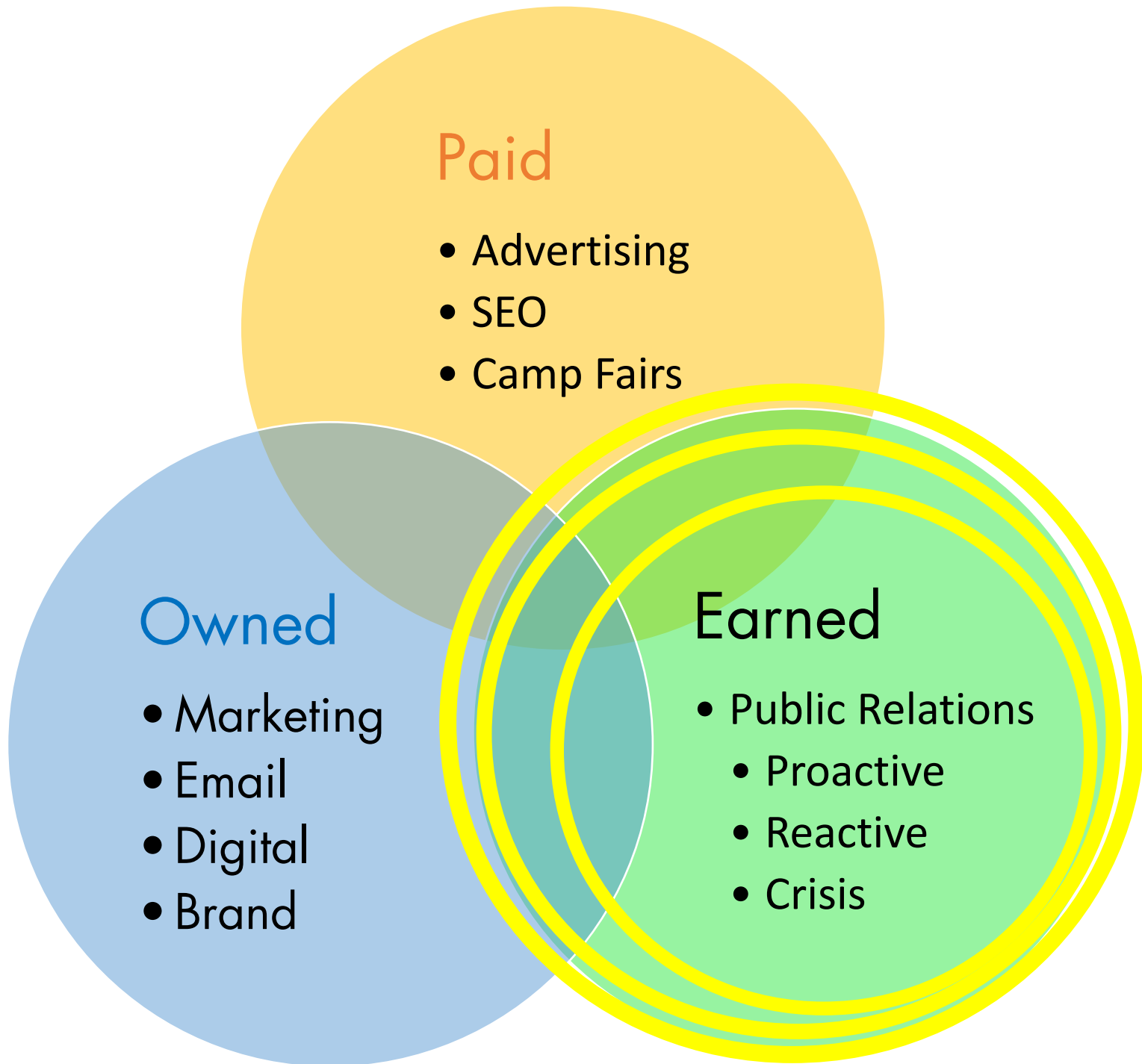


american *CAMP* association®



Good Public Relations

1. Creates Visibility
2. Builds Credibility
3. Generates Thought Leadership



Writing GREAT Copy 
Junior by Thomas Kemeny

Proactive Public Relations

1. Pitching
2. Press Releases
3. Be a Source
4. Opinion Editorial

Pitching

With the breaking news that [Illinois](#) and [Washington](#) state are now allowing both day and overnight summer camps to operate this year, we are thrilled to announce that camp is a GO for all 50 states!!! We have compiled a [state-by-state map](#) including all of the available state guidelines to help camps understand each states' guidance for offering the camp experience this summer.

In a normal year, the camp industry serves over 26 million youth across the United States. Last year, that number was reduced to approximately 6.5 million youth. The [American Camp Association](#) (ACA) has been hard at work to ensure that summer 2021 will safely provide more life-changing, camp experiences.

Summer camps offer essential educational and developmental gains for kids after a disrupted school year. In 2021, summer camp will help our kids rebuild socially and emotionally. In fact, [research](#) proves that these rich experiences will set campers up for success in the fall upon returning to school.

ACA's latest press release communicates key findings from our 'Camp Counts 2020' public health survey which demonstrates health and safety protocols camps used to prevent the mitigation of COVID-19 spread. We are excited that many more campers will get the opportunity to return to the camp experience this summer! Here are the resources that we could speak to:

- Press Release: [New American Camp Association Survey Demonstrates Camps Can Operate Safely](#)
- Research Infographic: ['CampCounts 2020' Public Health Survey - Key Findings](#)
- National Resource: [State Operating Guidance for Summer 2021](#)
- Science Graphic: Swiss Cheese Virus Defense Strategy for Camps (attached)

We would love to coordinate another interview between you and ACA's President & CEO, Tom Rosenberg to answer questions about the upcoming summer.

"The science demonstrates that camps that have implemented strict, layered mitigation strategies, including **masking, cohorting, physical distancing, cleaning and maintaining healthy facilities, proper handwashing, and respiratory etiquette**, have been able to safely operate in person," said Tom Rosenberg, president and CEO of ACA.

Breaking News Strategy



Hi Amanda,

I hope you are doing well! Last time we spoke, you had interviewed the American Camp Association's President & CEO, Tom Rosenberg about safety precautions at camp last summer. This was for your show, Get Your Brave On. This year, we are excited to share that summer camps are a GO this summer and we know how they can operate safely when taking the proper safety precautions.

Summer camps offer essential educational and developmental gains for kids after a disrupted school year. In 2021, summer camp will help our kids rebuild socially and emotionally. In fact, [research](#) proves that these rich experiences will set campers up for success in the fall upon returning to school.

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- Press Release: [New American Camp Association Survey Demonstrates Camps Can Operate Safely](#)
- Research Infographic: ['CampCounts 2020' Public Health Survey - Key Findings](#)
- National Resource: [State Operating Guidance for Summer 2021](#)

We would love to coordinate another interview between you and ACA's President & CEO, Tom Rosenberg **as well a** faith-based summer camp director to answer questions about the upcoming summer.

"The science demonstrates that camps that have implemented strict, layered mitigation strategies, including **masking, cohorting, physical distancing, cleaning and maintaining healthy facilities, proper handwashing, and respiratory etiquette**, have been able to safely operate in person," said Tom Rosenberg, president and CEO of ACA.

Thank you for your time and consideration! Please let me know if you would be willing to reconnect. 😊



Kyle Winkel
PR & Communications

Remember when you covered this — let's work together again — Strategy

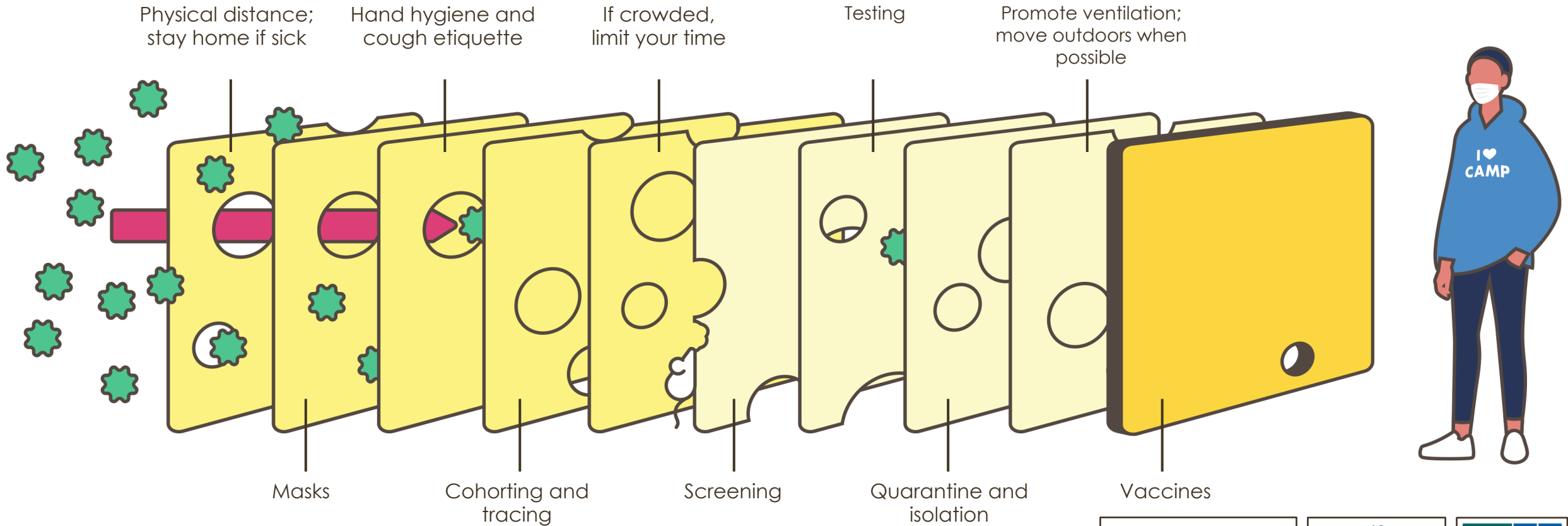


THE SWISS CHEESE RESPIRATORY VIRUS DEFENSE

Recognize that no single intervention is perfect at preventing spread. Each intervention has its limitations. Multiple layers mitigate risk.

Personal responsibility

Shared responsibility



Source: Adapted from Ian M. Mackay (virologydownunder.org) and James T. Reason.



Press Releases

Examples of recent camp press releases:

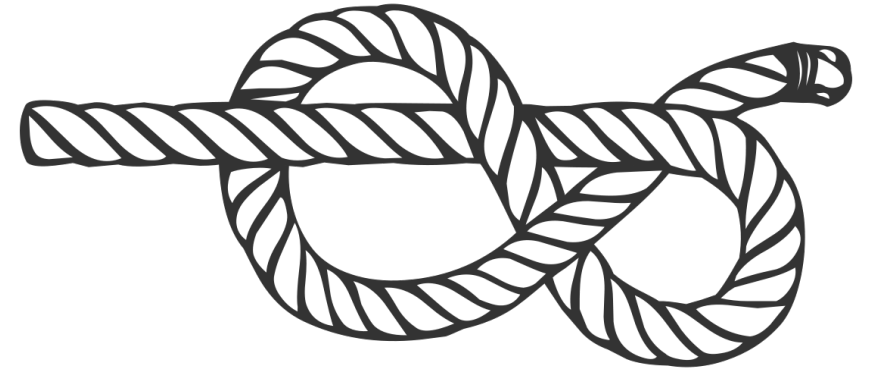
Camp Tuku, a Mindfulness Summer Camp

Camp Tuku, a Mindfulness Summer Camp that Empowers Kids with Life Skills to Manage Stress and Build Resilience

Dunkin' Joy in Childhood Foundation Helps Bring the Joy of Summer Camp to Kids Battling Illness with \$500,000 in Grants
Foundation grants will support camps for children with serious illnesses after an especially difficult year

CAMP SOUTHERN GROUND LAUNCHES NEURODIVERSITY CAMPAIGN TO CELEBRATE DIFFERENT AND SUPPORT INCLUSION
Today, Camp Southern Ground kicks off "What Different Can Do," a month-long awareness campaign to flip the perception of "different" on its head.

Formula for a Good Press Release



Say it all in the primary header

- EX: New American Camp Association Survey Demonstrates Camps Can Operate Safely

Tell a story in the secondary.

- EX: Summer 2020 survey confirms safety and offers hope for children to rebuild necessary social and emotional connections through camp experiences this summer.

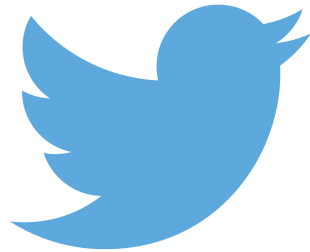
Open with primary news / findings – why is this important?

Support with quotes from key or important influencers.

- If it's an opinion – not a fact – you can only include it as a quote.

Close with why it's important – without restating what you've already said.

Be a Source



John Carr @thisisjohnfest · Mar 29

Excited to talk Emergency Planning and Preparedness for Camps with @ACAcamps on Wednesday. If you know a camp that's interested, be sure to pass this along. We still have a few spaces open for the session!



Webinar - Camp Preparedness 2021: Discussing the Essentials for...
This session will answer your questions about how to prepare for and respond to COVID at your camp, how to adjust your operation...
acacamps.org



Deborah Gilboa, MD @AskDocG · Mar 29

Finally, a solution to a problem that has haunted generations of nieces and nephews...



Study Finds Masks Reduce Toddler Nose Theft by 85%
A new study conducted by researchers at WVU found that toddler nose theft has dropped by 85% in the U.S. since the ...
thehardtimes.net



Liz fogel @liz_fogel · Apr 3

Yes. Super size camps. Our kids need camp. @ACAcamps

Chris Murphy @ChrisMurphyCT · Apr 3

This is another reason for states to use the Rescue Plan money to supersize summer camps this year. Great for needy kids who attend and great for the teenagers who get jobs.



Kelley @kfreridge · Mar 12

Summer Camp is on! Geeked for @ACAcamps to be on @GMA this morning:

Good Morning America @GMA · Mar 12

What's in store for kids at summer camp this year? @bworley takes a look. gma.abc/2PX8jAp



Kid President @iamkidpresident · Mar 31

Who are some people making the world better for kids?

62 32 207



Beth Gaertner

@lookforbeth

Replying to @iamkidpresident

@rosenbergtom and @ACAcamps

10:59 AM · Mar 31, 2021 · Twitter for iPhone

2 Likes

Write an Opinion

Is Day Camp Possible & How Do I Choose the Right One?

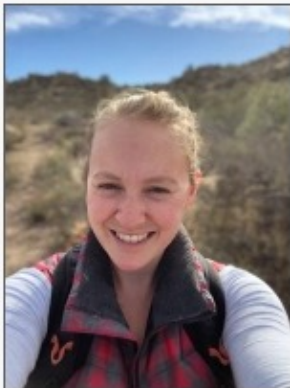
2021/03/28



0 Shares



The views expressed in this post are those of a [Spoke](#) contributor and do not necessarily represent the views of Red Tricycle.



ABOUT THE WRITER

LIZ KIMMELMAN

I'm Liz - mom of two, wife of one, and small business owner. I live in Los Angeles but hail from the North East. I like dancing while washing the dishes, listening to my kids laugh, hanging out at breweries with friends and going to baseball games with the husband.

MORE FROM LIZ:

FOLLOW TUMBLEWEED ON INSTAGRAM, LIZ'S BLOG ON SUMMER CAMP, PARENTING, AND MORE!

The New York Times

Opinion

How to Save Sleepaway Camps

A plan to transform camps into safe retreats for families.

By **Seth Herschthal**

Mr. Herschthal is the owner and director of Blue Star Camps in Hendersonville, N.C.

May 25, 2020

Addressing academic and social-emotional learning loss this summer

By **Kelley Freridge** - April 2, 2021



I wear three hats: I am a mother. I am the chief marketing officer for the American Camp Association (ACA), a national nonprofit serving the 15,000 summer camps in the U.S., which normally serve 26 million campers each year. Finally, I am an elected trustee serving on the Rockford Public Schools Board of Education in Michigan. Together these hats inform how I think about the nature of how we will support academic and social-emotional learning recovery this summer.

Summer is just around the corner, with clear blue skies, the smell of freshly cut grass and the opportunity to set our kids up for academic success this fall. Many children have struggled academically this year. Unfortunately, some students are no longer on track to graduate on time because they have fallen deeply behind. If you are a parent whose child is facing serious obstacles from a year of learning disruptions brought on by COVID-19, today is the day to reach out to your child's teachers and work with your school district to determine what opportunities are available to you this summer to address this challenging reality.

Current Talking Points: 4.5.21

1. Camp is on for this summer and we're focused on health, safety and risk management this summer! We're using the American Camp Association [Field Guide](#) and local health department guidance to plan our practices, policies, and procedures for mitigating spread of COVID-19 this summer.
2. The American Camp Association has ample evidence that camp can and will happen safely this summer. The science shows that camps that have implemented strict, layered mitigation strategies — including masking, cohorting, physical distancing, cleaning and maintaining healthy facilities, proper handwashing, and respiratory etiquette — have been able to safely operate in person while mitigating spread of COVID-19. The best visual for this is the swiss cheese respiratory virus defense highlighted in this graphic.
3. Our kids need camp this summer. Many parents, grandparents and guardians think of school as essential and camp as elective. However, this is not an either/or choice — school is clearly essential, but the many benefits of camp make it equally crucial in supporting whole-child health this summer and beyond. In fact, decades of camp research has proven that the skills learned at camp support academic performance and are at the core of college and career readiness.

