**[INSTRUCTIONS]**

**In order to customize this press release for your community, please:**

1. **Change the date**
2. **Insert YOUR camp information anywhere highlighted in yellow**
3. **Use the yellow highlighted bullet points as guides for quotes – THEN DELETE THE BULLET POINTS AND SAMPLE QUOTES**
4. **Go back and take out all yellow highlights**
5. **Put on camp letterhead**
6. **Email finished release to all local press: local Jewish press and/or mainstream local media**

**[DELETE THESE INSTRUCTIONS BEFORE SHARING]**

**FOR IMMEDIATE RELEASE**

May xx, 2021

**Contact:** [[Your name, affiliation, phone number, email address]]

**CAMP (INSERT NAME HERE) TO RECEIVE MATCHING GRANT FUNDS FROM THE HAROLD GRINSPOON FOUNDATION**

**(INSERT NAME HERE) is One of Twenty-Nine Nonprofit Jewish Day Camps Across the US Participating in the Half Million Dollar MatchingGrant**

**(City, State) —** Last summer, after months in quarantine, families found support and solace from their local Jewish day camps who were able to keep their facilities open while so many other programs were canceled due to the pandemic. The camps brought joy to children and provided a sense of normalcy at a tumultuous time for campers and their families. To assist nonprofit Jewish day camps in making physical improvements to better serve Jewish campers for years to come, the Harold Grinspoon Foundation has created the *2021 Jewish Day Camp Match* which offers access to a half-a-million dollars in funds through its JCamp 180® program. Camp (Insert Name Here) is one of twenty-nine nonprofit Jewish summer camps across the US that will be eligible to receive $1 from the HGF for every $2 raised from other donors through the end of June 2022.

Camp (Insert Name Here) will be (constructing/developing/creating) a new (Insert project here) to improve programming for all campers. Since (insert founding date here), the camp has built a strong community based on shared ideals, serving over (insert # here) campers each summer. Plans are currently in place to make certain that Camp (insert name here) will safely welcome its first campers beginning (insert date here).

**PLACE CAMP DIRECTOR QUOTE HERE**

Talking points utilized in the quote can include the following:

* Talk about the importance of your camp in the community and building future Jewish leaders
* # of children served in the community
* How the physical improvement project will better serve Jewish families in the community
* After a hard school year, kids need time to be kids and enjoy the summer

“We want to invest in Jewish day camps because they are so important to the communities they serve,” said **founder Harold Grinspoon**. “Physical improvements to facilities enhance the camp experience and help attract more Jewish families. The grant also gives these day camps an opportunity to bring in new donors and strengthen those relationships to support long-term sustainability.”

Since launching JCamp 180 15 years ago, the Harold Grinspoon Foundation has invested more than $37 million in Jewish overnight and day camps throughout North America as well as provided training and support to boards of directors and professional leadership. In addition to the *2021 Jewish Day Camp Match*, JCamp 180 will provide trainings to assist camp leadership with communications and fundraising to maximize the full potential of the matching grant.

**PLACE SECOND CAMP DIRECTOR/BOARD MEMBER QUOTE HERE**

Talking points utilized in the quote can include the following:

* We are doing everything we can to ensure we will be able to continue to provide meaningful, magical experiences for children in future summers
* The support of our community at large is of great importance

# # #

*The Harold Grinspoon Foundation operates programs that strive to strengthen the Jewish community by nurturing new generations, cultivating legacy giving, and investing in experiences that impact Jewish continuity.*

*JCamp 180 provides grants and consulting services to support the professional and lay leadership teams of over 135 Jewish overnight and day camps throughout North America.*