



home of

Jewish Big Brothers Big Sisters  
of Los Angeles

CAMP MAX STRAUS

EXCELLENCE IN MENTORING

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## ***PRESS RELEASE***

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**FOR IMMEDIATE RELEASE**

Contact: Dan Witzling (323) 456-1151

### **IT'S NOT JUST WHAT COMES OUT OF YOUR CHILD'S MOUTH, WHAT GOES IN IT IS JUST AS IMPORTANT**

**Los Angeles** – For the first time, children are going home from an active summer at Camp Max Straus filled with not only a healthy dose of smiles, but also bellies filled with healthy organic foods. Jewish Big Brothers Big Sisters launched a new Healthy Living program at Camp Max Straus, choosing to reach out for contributions of organic foods instead of state-sponsored food subsidies. Camp Max Straus offers residential camping to about 1,000 children from throughout Los Angeles each summer, 90% of which live in families below the poverty line.

“We provide personal growth and teambuilding activities to encourage positive behavioral development for children, so we decided to also offer the healthiest available food to show them ways to enrich their overall health as well,” said Margy Feldman, president and CEO of Jewish Big Brothers Big Sisters.

Jewish Big Brothers Big Sisters wishes to acknowledge the many companies that have contributed in the pilot year of the Healthy Living program, including:

- Annie's Homegrown
- Barbara's Organic Bakery
- Edward and Sons
- R.W. Knudsen Family
- My Family Farm
- Native Forest
- Nature's Path
- Donna Prizgintas, renowned organic chef
- Rudi's Bakery
- Sysco
- United Natural Foods
- Yoplait

*Founded in 1915, JBBBS specializes in mentoring children through its core matching program and school-based mentoring program. It is also home to Camp Max Straus, a residential camp in Glendale where almost 1,000 underserved, inner-city children annually attend summer camp. JBBBS also hosts several other programs at camp, including the weekend Sports Buddies and Arts Buddies mentoring programs. JBBBS specializes in mentoring children through its wide network of volunteers and staff. Approximately 2,000 children benefit from JBBBS' programs and services annually. For more information or volunteering opportunities, visit [www.jbbbsla.org](http://www.jbbbsla.org).*