



home of

CAMP MAX STRAUS

Jewish Big Brothers Big Sisters
of Los Angeles

EXCELLENCE IN MENTORING

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

May 12, 2007

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SUMMER CAMP COMING SOON, ARE KIDS PROTECTED FROM FIRES? UPS, FORMER PRO ATHLETES SAFEGUARD CAMP FOR INNER CITY YOUTH

WHO: Calvin Sweeney, former NFL & USC star, now community relations manager – West L.A. District for UPS; more than 100 employees from UPS; other former professional athletes invited

WHAT: Summer camp starts in just over one month and community leaders are pitching in to help protect our children from fires. A noted lack of rain has already contributed to a major fire this week in Griffith Park and lesser conflagrations throughout Southern California.

Members of UPS and former professional athletes will spend the day conducting fire-prevention activities at Camp Max Straus, where approximately 1,000 underserved children will come this summer. Celebrating its 70th summer, Camp Max Straus provides a residential summer camp and year-round mentoring and youth development activities for children between the ages of 7-12 who primarily come from single (or substitute) parent homes.

WHEN: May 12, 2007 (11 AM – 1 PM)

WHERE: Camp Max Straus
Verdugo Hills, Glendale (**for child security reasons, please call for location.)

BACKGROUND:

Founded in 1915, Jewish Big Brothers Big Sisters of Los Angeles 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 about 1,450 underserved, inner-city children annually attend summer camp or weekend Sports Buddies and Arts Buddies mentoring programs. The organization specializes in mentoring children through its extensive network of volunteers and staff. Approximately 2000 children benefit from the organization's programs and services annually. For more information or volunteering opportunities, visit www.jbbbsla.org.