



***30 AMAZING YEARS AND JUST BEGINNING***  
*Julian Krinsky Camps & Programs Defines the Future of Summer Programming*

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**FOR IMMEDIATE RELEASE**

King of Prussia, Pa., January 27, 2009 – Helping kids learn, grow and succeed in a changing world has always been our passion. Over the years we've hosted Baby Boomers, Gen Xers, and Gen Y. Today, we're welcoming Generation Z. In each case, their changing generational interests have shaped not only the courses we offer but the ways in which we structure our programming. We love having the opportunity to create life-changing summer experiences and play a part in inspiring the leaders of tomorrow.

A lot can happen over 30 summers. And the world of summer programs has changed a great deal in that time. At Julian Krinsky Camps & Programs it's meant an evolving lineup of programs that began with tennis and quickly grew to include golf, academic enrichment and now – most prominently – pre-college experiences on campuses such as the University of Pennsylvania.

Looking back on that transition, Julian explains, "We soon realized that the kids wanted more variety, and that we could provide it through the rich educational resources in the Greater Philadelphia area."

Our exceptional programs have developed through a constant effort to meet the lifestyle requirements of students and their families. Our teens have become more interested in real-world skills every year. Technology is an ever-present part of their daily lives. Scholastic achievement and self-fulfillment are often their goals.

These days our students ask for things like fashion design, filmmaking, fitness and entrepreneurship. Business classes with a strong ethical component. Summer internships that provide professional experience and networking opportunities. Our answer is world-class programs, inspiring teachers and amazing summer experiences. In a changing world, that remains our constant.

Even with the dramatic changes in the economy, our programs have flourished and far exceeded our own expectations with the addition of new courses, facilities and countries represented.

Thanks to a dedicated team of intellectually curious leaders and a staff that is second to none; we are not only surviving, but thriving!

With strong vision and a distinct personality in the marketplace, JKCP delivers exactly what its customers are looking for and more. With the widest array of offerings in the industry at the country's best universities, we are truly raising the bar of what summer programming should be.

Each summer, airplanes, trains, cars, even helicopters converge on the Philadelphia area and teens arrive from around the world — Europe, Asia, the Americas and more. A few weeks later they leave with friends in all those places. They have been exposed to a mix of cultures, language and experience. They have taken their first steps toward being citizens of our “world without strangers.”

This is the foundation of the Julian Krinsky worldwide community of students and alumni, a network of friends that spans generations, continents and cultural divides. Long after their summers at Julian Krinsky Camps & Programs, our students continue to treasure the valuable friendships they made here.

According to Julian, “As technology reshapes the world into a global village, we are trying to plant seeds that will raise a new breed, a generation who use their muscles and brains to create, dream and improve the world in which we live.”

This summer we will be looking forward to our students' arrival with the same enthusiasm and sense of possibility we had on that very first day.

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Julian Krinsky Camps & Programs has immersed as one of the most innovative and diverse community of camps in the world. Students travel from over 35 states and 30 countries to take advantage of the endless possibilities at JKCP. Programs span the arts, sports, fitness and pre-college experiences to provide students with stimulating opportunities for personal development and growth in a safe and fun learning environment. JKCP believes each student is unique and is dedicated to maximizing individual talents, strengths and abilities. To learn more about all Julian Krinsky Camps & Programs offers please visit [www.jkcp.com](http://www.jkcp.com) or call 610.265.9401.