



**TODAY'S CAMPER LOOKS FOR SOPHISTICATION AND FUN EDUCATION**  
*Unique Programs Offer Students More than a Summer in the Woods*

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**FOR IMMEDIATE RELEASE**

King of Prussia, Pa., December 12, 2005 — In a competitive fast-paced world where cell phones, iPods and instant messenger are hard to live without, traditional eight-week wilderness camps may be the “break” some campers and families are looking for. There is, however, an eager audience of parents and young people who like to maintain their fast-paced lifestyle all year. Summer camps have to provide what students are demanding: personal advancement, a fast-paced environment, mature activities and result oriented instant gratification.

*USA Today* reports, “The fundamental nature of American childhood has changed in a single generation. The unstructured outdoor childhood — days of pick-up baseball games, tree houses and “be home for dinner” — has all but vanished.”

With summer camps there is an expectation to be entertained at all times. For a child to actively participate and enjoy doing an activity it must be “worth their while.” Julian Krinsky Programs keep children and teens busy from morning thru night with specialized daily programming and evening activities.

“Growing up” is another trend kids love. Maturity is on the rise as kids are given greater opportunity and knowledge at a younger age. AP classes for college credit in high school, playing varsity sports as a freshman and building a resume from working while still in high school are examples of our cultures acceleration into younger adulthood yet it is becoming more common for today’s teens. Julian Krinsky brings adult material such as business, cooking and nutrition to a teenage level to help students reach their full early on.

Another major demand of young people: result oriented instant gratification. If a child spends four minutes or four weeks doing an activity, they expect to see results of their efforts and they expect to see them quickly. The athlete wants to make the high school team and the photographer wants to be showcased in the school newspaper. We want to see the results of all our hard work in the summer. It is no longer enough to say you had

a fun time, today you want to have fun while you had the learning experience of a lifetime.

Julian Krinsky Camps & Programs, a leader in innovative programming, launched Career Builders: Summer Internships in Philadelphia in 2005. Students entering 11<sup>th</sup> and 12<sup>th</sup> grades “try on” a career and see if it fits before spending their college years preparing for it. Previous interns were placed with companies such as Deutsche Bank, IMG, Republic First Bank, Hilton, and Minor League Baseball.

New this summer, Julian Krinsky will give students a unique perspective on international affairs with the Model United Nations Summer Program at the University of Pennsylvania. Students take part in an immersive program of foreign policy, international relations theory and contemporary world politics. Sessions culminate in a full simulation Model UN.

Julian Krinsky Camps & Programs also offers shorter weekly sessions for students not wishing to stray from home for the entire summer. In recent years, Julian Krinsky, who sees over 5,000 students, per summer found, “students are attached to their parents and friends. They don’t want to be away from the comforts of home the entire summer. They hate feeling isolated from their favorite television shows and cell phones. Therefore, modern camps are perfect for the curious mind without changing their lifestyle completely.”

#### **About Julian Krinsky Camps & Programs**

For 29 years, Julian Krinsky Camps & Programs has been dedicated to providing stimulating and enriching experiences for teens through diverse, innovative programs in tennis, golf, enrichment, business, internships, cooking and the arts.

For more information please call us at 866-TRY-JCKP or visit us on the web at [www.jkcp.com](http://www.jkcp.com)

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