



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

FROST VALLEY YMCA

FOR IMMEDIATE RELEASE: August 13, 2013

LOCAL BUSINESSES SUPPORT FAMILIES

CONTACT: Edward Jenkins

TEL: (845) 985-2291 x 211

EMAIL: EJenkins@FrostValley.org

WEB: www.frostvalley.org

The summer can present a unique challenge: keeping young children both supervised and engaged while their parents are at work. When you consider that the average child spends 7.5 hours a day in front of an electronic screen of some kind, it's no surprise that even parents who stay home with their children want to see them out of the house and involved in structured, enriching activities.

Frost Valley YMCA offers several solutions for parents, including a summer day camp. And this summer, local businesses have stepped up to help make that an affordable option for parents in the local community. Providing scholarship dollars for local kids to come to camp ensures a safe environment and an enjoyable summer, filled with productive activities, healthy lifestyle choices, and outlets for summer learning loss prevention.

Several local businesses have made donations to support financial assistance for local families, helping to ensure that all families have access to quality summer care for their children. Campers at Frost Valley swim in Lake Cole, take field trips, ride horses, and are introduced to a variety of different cultures.

Support from the local businesses and the community assists over 30 families and 50 campers with more than \$24,000 in financial assistance. Beyond the programming Frost Valley offers, these campers gain valuable life skills, such as making new friends, working with a team, being responsible, and trying new activities. Almost 14% of all such campers' experiences are made possible through these donations.

For 2013, Frost Valley unveiled a new sponsorship system—providing the opportunity for local businesses to support families and impact the community. Our premier sponsor, the Blue Hill Lodge & Café, generously gave \$5,000 to support local families.

About Blue Hill Lodge:

Located in Claryville, construction of the Blue Hill Café, Deli and Grocery was completed in August 2007. Blue Hill Lodge followed in 2008 with the Blue Hill Wine & Spirits store opening in 2009. The Blue Hill Arts, Crafts and Gift Store is scheduled to open in 2013 along with the Claryville Art & Event Center which will house the permanent collection of world famous Russian artist Alexander Kaletski. The Art & Event Center will also offer a forum for local artists to display their creations. All are part of the Claryville Centre complex in the Town of Denning, NY and open year round to visitors and our faithful local clientele. Find them online: www.bluehillcafelodge.com

About Day Camp: Every summer Frost Valley YMCA serves almost 500 local families and over 1,000 children through its Day Camp program. Day camp introduces children to our timeless traditions (camp calls, gunging the counselors, singing hoopla) and our eight core values (caring, community, diversity, honesty, inclusiveness, respect, responsibility, stewardship). It's the perfect way for campers of all ages to become a part of the wider Frost Valley community. Along with newfound confidence and independence, children gain a strong sense of community as they take part in daily activities, including arts and crafts, sports and games, hiking, climbing, swimming, and soaring on the flying squirrel!