

PRESS RELEASE

HIGH SCHOOL STUDENTS FROM RURAL MAINE AND CAMDEN COME TOGETHER FOR ANNUAL EVENT

Students will explore Old City and Italian Market courtesy of Philadelphia's Urban Adventures

Camden, NJ, Monday, February 21, 2011 – Although it lies just beyond the Delaware River, Philadelphia's significant culture and history can seem as foreign to a disadvantaged teenager from Camden as it does to a rural teen from coastal Maine.

On Monday February 21, high school students from Camden and Maine will meet in Philadelphia to gain exposure to diverse elements within society and one another as they participate in immersive tours of both the Historic District and South Philly.

The guided and custom-designed Philadelphia tours, which are being organized by Philadelphia's Urban Adventures network of sustainable walking tours in partnership with the Camden-based UrbanPromise, will allow the students to discover the city by foot. Touring in groups of twenty, the students will spend four hours in one of the two neighborhoods. In South Philadelphia they'll celebrate the inspirational murals, generations-old Italian butcher shops, industrious Mexican and Asian stores, streets made famous by Sylvester Stallone's training regimen in "Rocky" and the dueling cheesesteak palaces whose rivalry is the stuff of legend. By touring Congress Hall, Christ Church, Independence Hall, the Liberty Bell, Elfreth's Alley and other strategic Historic District monuments, they'll learn about the courage, compromises, struggles and successes which guided America's early leaders as they forged the principles still governing our nation today.

"It's easy to remain rooted in our familiar spaces", says Andy Maunder, the Philadelphia Urban Adventures owner who is donating the day of tours. "By giving these kids an opportunity to travel outside their routine experiences, we're hoping to ignite a curiosity, a perspective and a compassion for the world around them".

According to Jim Cummings, director of UrbanTrekks, a program of UrbanPromise in Camden, and Don Carpenter, founder of the Maine Trekkers, this annual reunion event started in 2006. It brings two very diverse groups of high school students together to discover how much they have in common with each other and how our environments often shape who we are...but We can choose who we are to become.

The Maine Trekkers are on their annual "Drive through History Tour" which began in Maine and is winding through New York City, Boston, Philadelphia and Washington, DC. While on their adventure they join the students at UrbanPromise in Camden for a time of service and fellowship. This year the joint tour of Philadelphia with Urban Adventures will be a first. Later the students plan to come together for dinner and an evening program for the 16th Annual UrbanPromise Martin Luther King, Jr. Speech Contest given and performed by the students from UrbanPromise.

The schedule of events for Monday, February 21, 2011:

ALL EVENTS OPEN TO THE PRESS

- 8:30-9:30am: UrbanPromise students meet Trekker Maine students
*UrbanPromise Headquarters
3700 Rudderow Avenue
Pennsauken, NJ 08110*
- 10am-2pm: Camden & Maine students take walking tour of Philadelphia (courtesy of Urban Adventures)
- 3-5pm: Camden vs. Maine Basketball Tournament
UrbanPromise Gym @ Headquarters
- 5-6pm: Dinner
- 6:30-8pm: UrbanPromise 16th Annual MLK Jr. Speech Contest

Available for comments or interviews

Jim Cummings, Director of UrbanTrekkers, an UrbanPromise Program
(856) 382-1975 or [jcummings@urbanpromiseusa.org](mailto:jcumplings@urbanpromiseusa.org)

Shannon Oberg, Director of Development, UrbanPromise
(609) 876-9958 or shannonoberg@gmail.com

Tara Nurin, Urban Adventures
(302) 584-1607 or tara@awfullynicetours.com

About UrbanPromise

UrbanPromise has one clear mission, to build a city of promise, one child at a time. By equipping Camden's children and young adults with the skills necessary for academic achievement and moreover, life management, UrbanPromise has grown from a tiny summer camp program to a multifaceted institution with a reputation of solidarity and success. Among their many programs are private schools for grades k-12, after school programs, summer camps, outdoor adventures (UrbanTrekkers) and various other recreational and educational programs. Each targeting different parts of the lives of Camden's youth.

UrbanTrekkers is a program within UrbanPromise. The goals are to instill a love and respect for all creation and better understand our role as the Earth's stewards; expose UrbanPromise youth to the natural world by way of outdoor adventures; provide a setting in which young people and caring adults connect to share experiences that will change how we see the world today and our place in it tomorrow. For more information, call Jim Cummings at (856) 382-1875 or visit www.urbanpromiseusa.org

Philadelphia Urban Adventures is the local franchise of an international entity that oversees unique and ecologically sustainable walking tours in more than 100 cities worldwide. In Philadelphia, the Urban Adventures team runs daily walking excursions deep into the city's craft-beer bars, Italian Market stalls, Historic District parks, charming side streets and many other under-the-radar sites that many locals haven't yet discovered. On tours ranging from two to seven hours in length, visitors partake in local cuisine and meet the people who work behind the scenes to make Philadelphia special. Philadelphia Urban Adventures is the only company to offer its walking tours every day year-round. For more information, call 215-280-3746 or visit philadelphiaurbanadventures.com.

#