

# PRESS RELEASE

## **College students forego traditional spring break plans**

*250 college students will spend their spring break volunteering with UrbanPromise in Camden*

**Camden, NJ March 1 2011:**

Most college students would describe their perfect spring break as a week on the beach with plenty of rest and relaxation, minus all responsibility. However, for these college students, who represent 17 different colleges and universities across the US and Canada, their perfect spring break looks a little different; it looks like service.

Over the course of the next six weeks, over 250 college students will be donating 10,000 hours of FREE labor to UrbanPromise in Camden, NJ .

Since its humble beginning twenty-three years ago, UrbanPromise has expanded from only one summer camp to a variety of activities for all ages ranging from after-school programs, private schools, job training courses, and multiple summer camps, to sailing courses, to name a few. With this expansion comes a need for hands; and college students from coast to coast are answering this call.

The staff and youth of UrbanPromise have their hands full after a long winter and are eager to put the zealous college students to work. Work projects look different each day, ranging from demolishing buildings, building bunk beds, and painting, to working in the classroom alongside the dedicated teachers.

Shortly after the school bell rings come the after school programs where college students are given the opportunity to jump in and cater to the needs of the most prized possession of Camden; its youth. In reflecting on the first day with the kids, one college student expressed her initial insecurity. "I didn't expect the kids to just open up to me like they did. It was incredible to just be able to spend time with them on such a real level."

The youth in Camden are faced with staggering statistics regarding the lack of education, crime rates and poverty, but don't let this fool you. The sense of sadness one might expect from the kids of the city is healed by a bandage of love and encouragement from the staff and volunteers of UrbanPromise giving each and every child a hope not only for the future, but a hope for today.

Director of Workgroups, Jim Cummings, challenges the college students upon their arrival with a question of responsibility. "Whose responsibility is it to change the destiny of Camden? Because we are past the point of blame."

Four years in college may seem like a time of self discovery to many, but for these unique college students who have given up their spring break to volunteer in Camden, NJ, self-discovery takes on a much different form. Self-discovery begins with selflessness.

To learn more about the work UrbanPromise is doing in Camden, New Jersey visit [www.urbanpromiseusa.org](http://www.urbanpromiseusa.org)

## **Schedule for visiting college groups for Spring Break 2011:**

Feb. 26- Mar 5:	Pepperdine University, CA
March 6-12:	William & Mary College, VA Alderson-Broaddus College, WV Eastern Mennonite University, VA James Madison University, VA King College, TN The College of New Jersey _ Cure for Camden, NJ
March 13-19:	Dordt College, IA Project Serve, Toronto ON Bowdoin College, ME Georgetown College, KY Messiah College, PA Shady Side Academy, PA The Meeting House, ON
March 20-26:	The Annex, CO
April 3-9:	Full Gospel Korean Church, Washington DC
April 30-May 6:	Tyndale Bible College, Toronto ON
May 8-14:	Alderson-Broaddus College, WV

### ***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, and various other recreational and educational programs, each targeting different parts of the lives of Camden's youth. Learn more about UrbanPromise at [www.urbanpromiseusa.org](http://www.urbanpromiseusa.org)*

### **For comments or to set up interviews please contact:**

**Shannon Oberg**, Director of Development  
(609) 876-9958 or [shannonoberg@gmail.com](mailto:shannonoberg@gmail.com)