

PRESS RELEASE

UrbanPromise of Camden & The Wine Cellar host Wine Tasting & Auction at Cooper River Boat House

Camden, NJ June 10, 2010:

This Thursday, June 10, 2010 (6:00-8:30pm) at Camden County Boathouse at Cooper River, UrbanPromise (a Camden non-profit) in combination with The Wine Cellar from Cinnaminson will host 250 guests for a wine tasting & auction.

Through ticket sales and live auction, guests will help UrbanPromise provide quality summer camp programming free of charge to the youth of Camden.

Guests will have the opportunity to sample over 200 wines from around the world. They will also bid on items such as vacations to Napa Valley and Tuscany, original artwork and a rowboat made by UrbanPromise teens this past year.

This year marks UrbanPromise's 23rd year of summer camps. "Currently we are gearing up for our biggest year ever!" Dr. Bruce Main, founder and president of UrbanPromise explains. "UrbanPromise will provide free summer camp to approximately 500 campers. We will employ 48 city teens to work as counselors in our summer camps and to top it off we have 50 college-age interns (from as far away as Africa) coming to volunteer this summer to help run five summer camps throughout Camden."

For information about attending as a member of the press or comments:

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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.

To learn more about the work UrbanPromise is doing in Camden, New Jersey, visit www.urbanpromiseusa.org