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***For Immediate Release***

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## **NEIGHBORHOOD HOUSE ASSOCIATION, REI AND VILLAGE OF PROMISE TEAM UP TO SEND CHILDREN TO CAMP**

**SAN DIEGO** – For many children, summer means being outside, communing with nature and, enjoying the great outdoors at summer camp. Thanks to the Village of Promise Collective Mentoring Project, the joys and memories of camp will be possible this summer for 24 San Diego middle-school aged youth.

Village of Promise is a non-profit organization dedicated to urban youth development. This summer, Village of Promise has partnered with NHA to promote youth awareness and proactive development by bringing young boys and girls from San Diego to Camp Promise in Pine Valley, Calif. for a five-day summer camp retreat. The retreat takes place July 24-28 and is sponsored by the Neighborhood House Association (NHA) and Recreational Equipment, Inc. (REI).

“NHA believes that the key to building better, stronger communities is to build better, stronger people and the best way to do that is through our children,” said NHA President and CEO Rudolph A. Johnson, III. “This is why we feel it is important to support endeavors that teach leadership skills and proactive decision making to our region’s youth.”

The youth camp will focus on teaching team-building, conflict resolution and communication skills, as well as how to make positive life choices and the importance of environmental conservation. In addition, campers will participate in traditional camp activities, such as a ropes course, swimming, hiking and outdoor games.

“It’s important for children to have a connection with nature,” said REI Community Relations Administrator Myrian Solis Coronel. “Through this camping experience we hope children see the value of having and using natural open spaces. They can be our future stewardship leaders!”

Village of Promise aims to make an impact in the lives of all youth and looks forward to developing innovative community mentorship initiatives.

“This camp is different than a regular summer camp,” says Village of Promise Camp Coordinator Arlene Smith. “We have all the traditional activities of swimming, hiking and archery but our camp challenges the kids to express feelings in a positive way, encourages them to explore choices, builds self-esteem, improves communication and teaches team-building skills. We ask the kids to step out of their comfort zone and explore alternative ways of seeing, thinking and understanding how they fit in this world.”

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**About Neighborhood House Association (“Committed to Excellence”)**

NHA helps thousands of individuals and families improve their quality of life through a network of 10 programs in more than 100 locations throughout San Diego County. Further information is available at [www.neighborhoodhouse.org](http://www.neighborhoodhouse.org)