



For Immediate Release: April 12, 2016

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CAMP JCC TO RECEIVE BOOKS FROM PJ LIBRARY TO REINFORCE IMPORTANCE OF JEWISH LITERACY

Rockville, MD – Phil Liebson, Camp JCC director, has announced that this summer, the camp will receive 25 books from PJ Library, a program within the Harold Grinspoon Foundation (HGF). The JCCGW is one of more than 65 JCC camps to receive these books, geared toward campers 4-8 years old. This new partnership between HGF and Jewish Community Centers Association (JCCA) reinforces the importance of Jewish literacy at a young age through day camp programs.

Through this partnership, JCC day camps throughout North America will enhance their programs by using PJ Library books in their daily schedule. These 25 books that Camp JCC will receive, filled with stories of Jewish values and holidays, will help infuse Jewish literacy throughout camp.

This partnership and program are part of JCCA's Day Camp Initiative – a continental effort to raise the programming and profile of Jewish day camps.

"We are delighted to partner with the JCCA to offer this wonderful opportunity to day camps across the country," said Mark Gold, Executive Director of HGF's JCamp180. "Many JCCs are partnering with their local PJ Library programs to provide another way for the community to impact families raising young children. Since PJ Library sends the gift of Jewish books and music to children through age 8, this is one of many opportunities for mutual marketing support and joint program development."

Liebson says that Camp JCC is a place where children enjoy typical summer camp experiences while building a strong Jewish identity. "Incorporating these books into our daily plans will help our campers to learn about Jewish values, traditions and heritage in meaningful ways throughout the summer."

Each summer, Camp JCC serves approximately 800 campers, more than 100 of them in our nationally-recognized inclusion program for teens and young adults with disabilities. Camp JCC's programs provide non-stop fun, and build strong Jewish identities, foster lasting friendships and create memories that last a lifetime.

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The JCCGW creates a welcoming and inclusive environment, connecting the people of the Jewish community with each other, Israel and the broader community. We inspire individuals of all ages and backgrounds to enhance their social, physical, intellectual and spiritual well-being through programs of excellence rooted in Jewish values. www.jccgw.org.