

ONTARIO CAMPS ASSOCIATION

Community. Leadership. Life.

MEDIA ADVISORY

ONTARIO CAMPS ASSOCIATION TO HOLD VIRTUAL CAMPFIRE TO LIGHT THE PATH BACK TO CAMP

**Thousands of Parents, Kids, and Friends of Camp Expected to Tune in Monday April 12th
to Support OCA's Plan for Camp**

Toronto, April 12, 2021 – The Ontario Camps Association (OCA), the province's official industry standards-based association has invited *friends of camp* across the province - parents and kids, staff members and camp alumni - to join with them, Monday, April 12th at 7:30pm, for a special video presentation, OCA's #planforcamp Online Campfire: Come Light a Campfire.

The pre-recorded hour-long program will help the community better understand the OCA's 2021 Plan for Camp and its guidance to member camps and programs towards their careful and responsible re-opening this summer, if community health conditions allow.

OCA's #planforcamp Online Campfire: Come Light a Campfire will also demonstrate the widespread support among medical professionals and renowned local health institutions, public health experts and mental health providers for the OCA's plan, and most importantly, the program will explore the severe effects of the pandemic on the physical and mental health of our kids, and the path towards healing Ontario's children.

A path that leads back to camp.

OCA's #planforcamp Online Campfire: Come Light a Campfire will premier on YouTube Monday April 12th at 7:30 p.m.

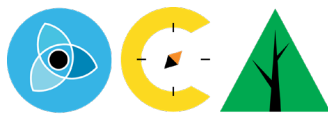
WHAT: Premier of OCA's #planforcamp Online Campfire: Come Light A Campfire, The

WHERE: YouTube (bit.ly/planforcamp)

WHEN: Monday, April 12, 7:30 p.m.

**WHO: Dr. Ronald Cohn, President & CEO, SickKids
Heather Davidson, OCA President
Joy Levy, OCA Executive Director
Jack Goodman, Director, Camp New Moon
Marika Chandler, Ontario Program Director, Outward Bound Canada
Emma Fogel, MSW, RSW/ Registered Social Worker
Sol Birenbaum, Director, Camp Walden, Camp kids**

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For more information, please contact:

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