



Camps Come Together On #CampTShirtDay May 7

International Wear Your Summer Camp T-Shirt Day to raise spirits, celebrate community, and show how camps are pivoting to deliver camp this summer

New York, NY (May 6, 2020) - International Camp T-Shirt Day, the globally-recognized social media driven event celebrating the spirit of summer camp fun, is proud to announce a special edition of #CampTShirtDay on May 7th. Campers across the globe will wear their favorite camp gear and take to Instagram, TikTok, Facebook, and Twitter to share their camp pride with the world!

For 10 years, Camp T-Shirt Day has typically taken place on the second Tuesday in November but with COVID-19's impact, the producers decided there is no better time to come together around the virtual campfire, than now with a special edition. Those interested in participating in #CampTShirtDay for 2020 should wear their favorite camp t-shirt and upload a picture of themselves in it to social media platforms. Participants should include the hashtag #CampTShirtDay and tagging their camp.

The day will wrap up with a special evening activity -- a virtual concert at CampTShirtDay.com at 8 PM EST from Clyde and Gracie of the band Lawrence live from their living room in New York City. The duo, typically part of an eight piece band, represented by UTA and GroundUp Management have headlined several tours across the USA and also have appeared at Bonnaroo, Outside Lands, SXSW, Electric Forest, Firefly, Okeechobee, and Hangout festivals. Campers and staff from across the country will be tuned in as they continue their countdown to summer at their favorite place.

While camp directors across the globe are awaiting guidance from the American Camp Association, Center for Disease Control, and local Health Departments, camp directors are doing everything they can to prepare for a number of potential scenarios when it comes to operating camp this summer. In the meantime, #CampTShirtDay will be a wonderful day to celebrate the summer camp community.

"Camp has never been more essential to our children than it is this summer," said Camp Echo's Owner/Director Jeff Grabow. "We remain confident that we can provide a safe and fun summer for our campers and staff. We all realize camp will look a little different this summer but with testing and medical screenings, the best in-camp medical care, some program modifications, and of course our good ole' camp creativity — we are confident that we can deliver a memorable camp experience that we all need now more than ever. Camp T-Shirt Day is such a great way to rally our community and share with the world that we will leave no stone unturned to deliver a safe environment for our children and staff."

“There is a lot of darkness and uncertainty in our world right now,” says Lauren Nearpass, Co-Founder of Summer 365 and one of the producers of Camp T-Shirt Day. “We are inspired by the resolve of camp directors, the strength of this community, and the importance of summer camp at this moment. We want to share camp spirit, celebrate the amazing work happening across the industry, and spread the message of hope.

Susie Lupert, Executive Director of the American Camp Association, NY and NJ said, “Children need camp more than ever this summer and we are hopeful that camps will be able to operate. #CampTShirtDay will certainly be an uplifting day for all those in the world who are part of the summer camp community.”

About #CampTShirtDay: International Wear Your Summer Camp T-Shirt Day was founded by Scott Rosenbluth in 2009 to spread camp awareness and spirit in the fall season. Scott brought on Summer 365 and It's A Camp Thing as partners in 2015 to accelerate the event's reach. #CampTShirtDay assets are created and managed through Craze Management, a New York-based marketing management company owned and operated by Rosenbluth.

#CampTShirtDay Assets:

Website: <http://camptshirtday.com>

Downloadable Assets: <https://bit.ly/2SG18ef> // Camp Fire w/ Lawrence Assets: <https://bit.ly/ctsdcampfireassets>

Lawrence's Camp Rally Shout Out Video: <https://bit.ly/lawrencecamprallyshoutout>

About Summer 365: Summer 365 is the premier consulting service created by parents for parents specializing in sleepaway camps and summer programs for children and teens 7-18. With a partner network of 500 of the leading summer camps and programs, we work one-on-one with families all over the world to provide a customized and holistic approach to finding the best summer experience for each child and family. Their team is powered by 20+ advisors in different markets all over the country. As trusted advisors, they not only help families through the search process but also share insider information, tips, advice, and experiences to help parents in this new chapter of their parenting journey. For them, summer isn't just a season, it's a lifestyle, and they are planning for it 365 days a year.

About #ItsACampThing: IACT is a global champion for all things summer camp related and our goal is to bring summer to you all year long with the highest level of quality content. In partnership with the newly launched digital platform appropriately titled Happy Camper Live, we are able to obtain those goals. IACT was born out of our original concept, Camplified, a summer concert tour and brand activated experience on summer camp properties, across the country, that toured for 15 summers. It featured artists on the cusp of a break out wrapped with interactive activities and competitions produced by our brand partners. We aim to highlight the benefits of the summer camp community and encourage and open-minded positive attitude. While Camplified was created for on site activations during camp, post camp we utilize IACT through our partner, HCL as a way to re-establish contact with the campers 365 days a year, through virtual activities, calls to action, friendly competition and gamification.

About Lawrence: Clyde Lawrence, 26, and Gracie Lawrence, 22, have been writing songs and listening to countless Stevie Wonder, Randy Newman, and Aretha Franklin records in the living room of their family's New York City apartment since they were little kids. After years of playing together, they officially created Lawrence, an eight-piece soul-pop band comprised of musician friends from childhood and college.

In June 2019, Lawrence became the first band to sign with Beautiful Mind Records, the label of Grammy-winning producer/song-writer/artist Jon Bellion. In the weeks following the signing, they released the Bellion-produced single "Casualty," and embarked as support on Bellion's Summer 2019 Glory Sound Prep Tour.

The signing followed the release of Lawrence's sophomore album, *Living Room*, in September of 2018. Co-produced by bandmates Jordan Cohen and Jonny Koh, Brooklyn-based producer Eli Crews, and Clyde and Gracie themselves, *Living Room* chronicles the trials and tribulations of growing up, including break-ups, make-ups, and a family loss. *Living Room* built sonically on the band's first album, *Breakfast* (2016), which was produced by Grammy Award-winner Eric Krasno (Lettuce/Soulive).

In addition to the band, Clyde has also amassed a considerable resume writing songs and score for films and television, while Gracie is an accomplished film, television, and theater actress.