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Maine Camp Experience Summer Camps Engage Campers in Social Action with First-Ever DoSomething.org and Max Cure “Dunk Your Kicks” Partnerships

Color War, S’mores & Philanthropy

(PORTLAND, ME – June 26, 2013) – [Maine Camp Experience](http://www.mainecampexperience.com) (MCE), the community of premier summer camps in Maine, announces partnerships with [DoSomething.org](http://www.do-something.org), the largest organization for young people and social change in the US, and [Max Cure Foundation](http://www.maxcure.org), a public charity dedicated to fighting pediatric cancer. **This is the first time both DoSomething.org and Max Cure Foundation (MCF) will be teaming up with sleepaway camps for social action programs.**

Meaningful initiatives organized throughout the summer will provide Maine campers from around the country with even greater knowledge, skills and involvement in helping others. For the launch, the camps are supporting Max Cure Foundation with its signature “Dunk Your Kicks” program to help fund pediatric cancer research and treatment.

Maine summer camps have always been committed to teaching and engaging campers in social responsibility. The partnership with DoSomething.org, will help inspire, empower and motivate campers to rock causes they care about. It’s a synergistic progression of the long tradition these camps have had in actively engaging campers in philanthropic initiatives, such as supporting [Camp Sunshine](http://www.campsunshine.com), and instilling in campers the lifelong commitment to giving back. <http://www.mainecampexperience.com/The-Maine-Difference/Social-Responsibility>

For the “Dunk Your Kicks” launch initiative, campers will bring their used sneakers to Maine camps where they will “dunk” their “kicks.” MCF then coordinates getting the sneakers recycled and distributed to be sold around the world. The program is a “win-win.” It engages campers in social action; helps the environment by keeping sneakers out of landfills; assists those in developing countries by providing sneakers at affordable prices; creates jobs; and allows MCF to advance the cause of fighting pediatric cancer.

MCF founder (and MCE [Maine Teen Camp](http://www.mainecampexperience.com) alum) David Plotkin will be at MCE Maine summer camps July 1-3 and July 24-25 to kick off the program and talk with many of the campers about social action. Additional “kicks” donation opportunities are available throughout the summer, including Visiting Day and at summer’s end. MCE partners [Camp Trucking](http://www.camptrucking.com) and [Camp Baggage](http://www.campbaggage.com) will help transport collected sneakers to MCF. <http://vimeo.com/channels/234439>

[Maine Camp Experience](http://www.mainecampexperience.com) is a community of 31 premier Maine Camps dedicated to providing children with the highest quality summer camp experiences in the country for generations. Each summer approximately 20,000 kids and their families enjoy what these Maine camps offer – the perfect combination of natural beauty, strong traditions and values, incredible activities and world-class instruction. It is the authentic camp experience. www.mainecampexperience.com is the resource for all things camp and Maine – complete with a “personal Guide” to assist you with summer camp guidance, and planning your visit to Maine. The site also features real Maine Camp memories self-posted by campers, parents and alumni, and special offers, including “Win Tuition” and a Modell’s savings promotion. <http://www.youtube.com/watch?v=9m04uZntmVY>

[DoSomething.org](http://www.do-something.org) and [Max Cure Foundation](http://www.maxcure.org) are both registered 501(c)(3) not-for-profit organizations.