



10 GRAND SLAM TIPS FOR SPORTS & SUMMER CAMP

Modell's Announces Pre-Camp Savings for All Through June 15 & Year-Round Discount
to Maine Camp Experience Camp Families

May 20, 2014 (Portland, ME) – Play Ball! Summer camp is the ideal place for kids to play sports, develop their skills, and learn sportsmanship. With summer nearing, parents should choose camps that provide the best athletic opportunities, instruction and values for their children. [Maine Camp Experience](http://www.maineampe.com), the community of 30+ premier sleepaway camps in Maine that offer top notch sports programs, provides these must know tips for hitting a homerun when selecting a camp, and announces Modell's 15% pre-camp savings, and year-round discount at <http://www.maineampe.com/Offers/modells-coupon>.

Top 10 Summer Camp Sports Tips:

- 1) Get Specialization within a Traditional Camp
- 2) Seek High Quality Instruction
- 3) Look for Broad Sports Offerings
- 4) Pursue Outdoor Adventures
- 5) Water, Water Everywhere
- 6) Cultivate Life Sport Skills: Golf & Tennis
- 7) Think BIG
- 8) Girl Power
- 9) Play Fair: Sportsmanship & Values
- 10) Safety First

- 1) **Get Specialization within a Traditional Camp** – While some may initially think they'd like a camp for a specific sport, they often find stronger overall skill and youth development when choosing a traditional summer camp for their child that offers that sport plus more. For instance, at Maine Camp Experience camps, kids can pursue their chosen sport as part of their daily activity schedule and supplement with electives, semi-private or private lessons, specialty clinics, and

intercamp games and tournaments. They then also gain the benefits of the traditional camp experience including unplugging, making new friends, nurturing staff, and participating in other sports, lakefront activities, the arts, out-of-camp trips, and camp special events.

- 2) **Seek High Quality Instruction** – Camp is a key place kids can excel in their sports abilities. At Maine summer camps, experienced athletes teach fundamental skill development, help the teams improve, and also work with each camper to set and achieve personal goals. Athletic instructors include collegiate athletes, and USTA and USPGA Pros. Examples include: an athletic director who is a former Big East basketball player at Georgetown, a baseball head coach who is in the Massachusetts Baseball Hall of Fame, and coaches from a Major League New York Lacrosse team (The Lizards) who visit camp to provide specialty training. It’s also interesting to note that some professional and well known athletes got their athletic starts at these traditional Maine summer camps, including: a World Cup USA soccer player/England Premier League player, an Olympic Hockey USA team member/Professional St. Louis Blues player, a Major League Baseball player who played for the Detroit Tigers, and a University of Miami baseball player.
- 3) **Look For Broad Sports Offerings** – DO look for a camp that has sports instruction and activities that your child enjoys. ALSO DO look for a camp that offers many sports and activities your kid may not yet know but could also love through exposure. At MCE camps, for example, the breadth of sports available is extensive, including: tennis, golf, sailing, equestrian, baseball, hockey, baseball, basketball – and even fencing, ice skating, and SCUBA. And, almost EVERY sport has an open competition amongst camps (boys and girls) – sailing regatta, rock climbing, baseball, lacrosse, basketball, soccer, field hockey, swim, horse shows, and more – this is a unique benefit and not the same with other camps in different parts of the country. Plus, the camps offer opportunities for campers to deepen their fitness levels as they mature, with personal fitness training, spinning, yoga, and pre-fall sports preparation.
- 4) **Pursue Outdoor Adventures** – In addition to team and individual sports, boys and girls benefit from connecting with nature on outdoor pursuits. Campers have fun, learn new skills, and gain confidence and coordination while rock climbing, tackling ropes and adventure courses, BMX bike riding, fishing, and experiencing overnights, and once-in-a-lifetime trips in Maine like hiking Mt. Katahdin or rafting on the Allagash River.
- 5) **Water, Water Everywhere** – Summer is the brief, precious time kids have to learn to swim and enjoy waterfront sports including waterskiing, wakeboarding, sailing, kayaking and canoeing. No state offers more, ongoing, on-camp, daily water sports than Maine. Pools may be fine, but nothing compares to Maine’s crystal clear natural lakes! The state features more coastline (i.e., waterfront) than any other state comprised of ocean and over 2,200 lakes.
- 6) **Cultivate “Life” Sport Skills: Golf & Tennis** – Starting golf and tennis at a young age is a great way to build a lifelong ability and love of these ageless sports. Extensive golf facilities and instruction at Maine camps include on-campus driving ranges, putting greens, and even a nine-hole

chipping course around camp. Tennis programs – teaching everything from basic tennis strokes and drills to higher level strategy and match play – are a big focus at Maine camps, several of which have more than 20 courts. Instruction can range from a minimum of a few times a week to seven days a week – even multiple times a day.

- 7) **Think BIG** – While bigger isn't necessarily better – in this case it's definitely advantageous. Maine offers camps a “backyard” of millions of acres of land to have fun and take trips! That allows for an immense number and size of athletic fields and lakes enabling kids to really spread their wings and participate in sports.
- 8) **Girl Power** – As with boys, girls also benefit from incredible athletic and fitness opportunities at camp. They, too, enjoy lacrosse, soccer, basketball, tennis, running, and more, as well as a wide array of dance styles and classes, gymnastics and zumba. Equestrian is another popular option. Camps can even accommodate serious equestrians who may even choose to bring their own horse to camp.
- 9) **Play Fair: Sportsmanship & Other Values** – A key component to playing sports is the development of sportsmanship, respect, teamwork and cooperation. It's important to know that your child's camp directors and staff teach these values and lead by example so kids know how to win and lose with class. For example, at Maine Camp Experience camps, sportsmanship, upheld as a key value, is a popular topic at campfire discussions and included in theme weeks.
- 10) **Safety First** – When kids head out to play, parents want to know that camps are providing the right equipment, and staff who are highly skilled and trained. When choosing a camp, it's important to ask the director about those factors, as well as the medical facilities and personnel on campus and nearby. Maine camps are at the forefront of safety. For example, being among the first in New England to install the Wahooo® Swim Monitor System, an underwater electronic monitoring system where campers wear lightweight headbands when swimming so professional lifeguards can electronically monitor every swimmer's actions.

Modell's Special Savings

Recognizing the commitment to sports among the thousands of families who send their kids to camp, Modell's, the nation's oldest, family-owned and operated retailer of sporting goods and an MCE business partner, is announcing a pre-camp shopping coupon – open to anyone – letting parents save 15% off in store and online purchases now through June 15, 2014. This is part of an umbrella partnership with Maine Camp Experience that will provide an exclusive year-round savings to the MCE camp community (families and staff) to save 10% throughout the year, and 15% off during three peak shopping periods – pre-camp, back-to-school and holiday. To download the pre-camp coupon: <http://www.mainecampexperience.com/Offers/modells-coupon>

About Maine Camp Experience

Maine Camp Experience is a community of 33 premier, traditional sleepaway summer camps in Maine dedicated to providing children with the highest quality summer camp experiences in the country for generations. Campers enjoy a vast array of land and water sports, arts and other activities, including theater, dance, culinary, jewelry making, woodworking, video, radio, photography, painting, illustration, rocketry, chess, and more. Mainecampexperience.com is the resource for selecting camp and planning visits to Maine. The site features a Guide who personally assists families, videos, as well as real Maine Camp Memories self-posted by campers, parents, alumni, and staff. Summers and Camp Belong in Maine ... And So Do You!SM Now's the time to enroll for summer 2014 or book summer tours for 2015 camp registration.

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