



UNICEF USA and S'More Ideas Team Up to Launch CAMP@HOME A Free, Virtual Summer Camp for Children

*Camp directors, teachers and parents are encouraged to visit
www.unicefkidpower.org/camp for more information*

NEW YORK (June 25, 2020) – In the United States, with 55.1 million students ending their school year remotely and entering a summer of social distancing, UNICEF USA and S'More Ideas have teamed up to create a free, fun and philanthropic online summer camp through the UNICEF Kid Power® platform, beginning July 6th.

Through CAMP@HOME with UNICEF Kid Power, children can make a difference in the world just by attending virtual summer camp. The platform features **75+ short videos** that guide children through activities and new skills including sports, crafts, cooking, campfire songs and more. Children “press play, then go play” by putting what they have learned on-screen into action off-screen. As campers complete videos, they unlock therapeutic food packets for UNICEF to send to severely malnourished children around the world. Campers can also unlock critical donations such as meals for families and medical supplies, including COVID-19 relief, for their communities.

CAMP@HOME was designed to be flexible. Camp administrators, teachers and parents can access videos at any time and create customized daily schedules for their kids. The counselors who lead the activities in the videos will also be available for organizations to hire for live sessions.

“With the multitude of camp closures this year, we set out to create an easily customizable, virtual camp experience that inspires kids. We wanted kids to go play, giving them new skills and ideas to make the summer great, all while staying connected to their camp communities,” explains CAMP@HOME Co-founders **Abby Pecoriello, Robyn Nish Friedman** and **Karen Gruenberg**. “UNICEF Kid Power adds a philanthropic element that motivates campers and takes the concept of community connections to a higher level.”

“Simply by participating in the activities they love, campers have the opportunity to give back locally and globally,” said **Ryan Modjeski**, Managing Director of UNICEF Kid Power. “To date, nearly 1 million kids across the U.S. have come together to save 100,000 lives through UNICEF Kid Power. We are proud to provide another resource for camp directors, teachers and parents to keep kids active and engaged throughout the summer with CAMP@HOME.

Unlike any other streaming video platform for kids, UNICEF Kid Power connects the everyday lives of children all over the U.S. with the real-life impact they are making globally and locally. Teachers and parents can sign up for free by visiting www.unicefkidpower.org where they will have access to approximately 150 physical activity and social-emotional learning videos now. Beginning July 6th, they will have access to the additional 75+ CAMP@HOME videos.

Camp directors, teachers and parents can visit www.unicefkidpower.org/camp to learn more about CAMP@HOME.

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Note to Media

Download logos and multimedia assets at <https://unicefusa.box.com/v/UKPCampatHome>

About UNICEF Kid Power

UNICEF Kid Power, a program of UNICEF USA, helps children discover how their everyday activities – such as moving and learning – can make a difference in the world. By getting active with UNICEF Kid Power, kids unlock therapeutic food that UNICEF delivers to severely malnourished children around the world. The more kids move and learn, the more lives they save. To learn more, go to www.unicefkidpower.org.

About UNICEF USA

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more. UNICEF USA supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood. For more information, visit www.unicefusa.org.

About S'more Ideas

Three passionate former campers and current kids' media executives have teamed up to form S'more Ideas, an innovative kids media company. Their first project CAMP@HOME was created to answer the intense toll that the pandemic has taken on kids and families— impacting summer camps, sports programs and community events. The team of Karen Gruenberg, Abby Pecoriello and Robyn Nish Friedman has big kids media experience, working at Nickelodeon, Sesame Workshop, Disney and most recently GoNoodle. Visit www.smoreideas.com for more information.

For more information, contact

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