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KIDS CAMP PLANS TO GIVE AWAY OVER HALF A MILLION DOLLARS THIS YEAR IN SCHOLARSHIPS

GRAND RAPIDS, MI (April 16, 2010) - SpringHill Camps, one of the nation's largest camping centers, wants to make sure every kid has the opportunity to experience the summer thrill of camp. That's why this year they are coming alongside families as they plan to give away over half a million dollars in scholarships to 2,000 happy campers. Any prospective camper with a financial need is eligible to apply for a scholarship and could receive a discount up to 50% of the cost.

Families can simply apply online at www.springhillcamps.com/financial-options.

Also on their site families will find even more ways to save through Discount Weeks, Payment Plans and the Assurance Plan which helps recover the cost of camp in the event of a life altering experience such as losing a job.

SpringHill wants kids of all demographics to have the chance to shoot water cannons, climb phone polls and participate in airborne adventures like the Flying Squirrel. In a tough economic time full of pink slips, SpringHill has offered these opportunities because they decided to give more, not less. More giving. More Flying Squirrels.

But SpringHill doesn't just want to promote a healthy economy; they want to promote healthy kids. They believe summer should be about fun in the sun. But with the over stuffed couch potato on the rise, kids are being lured indoors away from exercise and experience. Camping gives kids a healthy alternative for their minds and their bodies. It's a good reason to shed their indoor boredom and head outside where summer should be spent. They get to build real relationships and real memories instead of the pseudo ones that take place in front of the tube.

Founded in 1969, SpringHill annually serves more than 35,000 kids of all ages with what campers say has been "the experience of a lifetime." They have camp locations in Michigan, Indiana and Ohio as well as 26 day camps which bring the SpringHill experience right to your hometown. SpringHill is excited to welcome a new flock of kids this summer and introduce them to their 40-plus year tradition of offering kids a healthy dose of fun.

Amway Chief of Staff and SpringHill Camps board member, Bill Payne says, "Having been a part of SpringHill Camps for over 20 years, I applaud their team of professionals who are committed to their mission and who carry out this mission in a way that is relevant and meaningful to the youth of today."

Their mission is to create life-impacting experiences that enable young people to know and to grow in their relationship with Jesus Christ.

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