

Summer camps: the *right kind* of adrenaline

New independent research commissioned by the charity YHA (Youth Hostel Association) shows that 'Do It 4 Real' Summer Camps are not just fun but improve the lives of young people and their families. For many young people this is their first taste of life away from home.

The Do it 4 Real Impact Report shows that young people come back from summer camp with greater self confidence, better understanding of people from different backgrounds and increased independence.

This new research shows the following benefits for those attending:

- 92% made new friends from different backgrounds
- 89% developed greater self-confidence
- 93% of young people surveyed said they expect to be better at team work as a result of going to camp
- 92% had the chance to try new activities
- 90% said they learnt new skills

'Summer camps allow kids to feel the *right kind* of adrenaline, show leadership, learn social skills and develop in a way that will turn them from kids into young adults. Young people have a fundamental need to enjoy the countryside around them, whether it's climbing up it, swimming through it or quad biking over it. There are real physical, emotional and intellectual benefits we're just beginning to recognise.' **Dr Aric Sigman, Consultant Psychologist and author of "The Spoilt Generation"**

Do It 4 Real Summer Camps** provide a 5 day break for young people aged between 10 and 19 incorporating a host of exciting activities including canoeing, archery, rafting and abseiling to street dance, singing and performing arts. Since 2004 more than 45,000 young people have taken part in summer camps run by YHA.

And with subsidised prices starting at just £79 for a 5-day camp, Do It 4 Real won't break the bank.

RELEASE ENDS

Notes to Editors:

*The charity YHA commissioned QA Research to produce the Do It 4 Real Impact Report into the benefits of attending Do It 4 Real summer camps. More than 5,000 young people and their parents/guardians took part in the research study, conducting online surveys before and after the camps.

Dr Aric Sigman is an Associate Fellow of the British Psychological Society. He's also the author of *The Spoilt Generation: Why Restoring Authority Will Make Our Children and Society Happier* and *Remotely Controlled: How Television is Damaging Our Lives*. Aric himself went to summer camp as a teenager

**Do It 4 Real Summer Camps 2010 run over 6 weeks from Sunday 18 July to Friday 27 August.

Camps are located in Shropshire, Cumbria (all around the Lake District), Derbyshire (Peak District), Yorkshire, Somerset, Hampshire, Dorset and Surrey

Do It 4 Real Summer Camps are subsidised by the Department for Children, Schools and Families (now known as the Department for Education).

The website www.doit4real.co.uk has all the relevant information for those wishing to go, or parents can ring 0800 0195 115 to book by phone.

AVAILABLE FOR INTERVIEW

A range of spokespeople are available for interview. We have compelling case studies with parents and children who have experienced summer camps. The stories are individual to the different regions and include young carers, single parents and a first time camper. Please do get in contact if you want to set up interviews.

For more information and interview opportunities please contact

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