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PREPARATION TIPS FOR HEADING OFF TO CAMP THIS SUMMER

Don't Forget the "First Aid" Pack Says Camp Expert Dr. Thurber

CHICAGO - April 1, 2006 - Attention parents of summer campers! The start of camp is right around the corner. You've selected the perfect camp and now it's time to make sure your child sets off for camp well prepared. That means packing all the right gear to ensure a happy and safe summer camp experience.

Renowned child psychologist Dr. Christopher Thurber has 25 years experience as a camp counselor and advisor and offers several helpful tips on packing, including a few important items your kids should take as part of their "first aid" packs.

"Summer camp is like any other life experience. The better you prepare for it, the more you get out of it," states Dr. Thurber who authored the successful Summer Camp Handbook and a new dvd/cd series called The Secret Ingredients of Summer Camp Success. "Although many families dread packing, don't leave it all to the last minute. At the very least, knowing what and how to pack can decrease the chances of forgetting important items or running out of things half-way through the session."

A few handy packing tips from Dr. Thurber as you begin to prepare your child for camp this summer:

- Start with the **camp's clothing and equipment list**. If you did not receive one, call now and ask for one.
- **Label everything**. It is one of the first principles of packing to ensure your child holds on to his/her own stuff.
- **Don't forget the "first aid" pack**. Remember camp is often about exploring and enjoying the great outdoors, so be sure the toiletries you pack include the following:
 - **Insect Repellent** - Don't pack an aerosol can. Get lotion or stick repellent instead. You don't need 100% deet repellent, unless your child's camp is located deep in the boggy woods. Something milder, such as OFF lotion or Cutter's stick repellent, will likely suffice.
 - **Poison Ivy/Poison Oak protection with SPF** - To help guard against an allergic reaction to poison ivy, pack a poison ivy block or pre-contact protective lotion. A new product, büji Block™, protects against poison ivy/oak by helping inhibit absorption of urushiol oil—the source of allergic reactions. It also contains an SPF 20 UVA/UVB sunscreen for added protection. Just in case your child comes in contact with poison ivy, pack büji™ Wash, a gentle, exfoliating cleanser that works anytime after symptoms appear or after exposure by washing away the urushiol oil.

- **Lip Balm** - Sun, cold and dry weather can all chap lips, especially if you're not used to those environments.

Of course, don't hesitate to contact your child's camp with any specific first aid and other health-related questions.

About Poison Ivy/Oak: Poison ivy, oak and sumac are the leading cause of allergic skin reactions in the United States with an estimated 55 million occurrences every year, according to the American Academy of Dermatology. Poison ivy reactions account for 1% or 1.5 million emergency room visits annually. Go to www.bujiproducts.com to learn more.

About Dr. Thurber: Dr. Thurber is a clinical psychologist, camp consultant and faculty member at Phillips Exeter Academy in New Hampshire. His new DVD/CD series, titled *The Secret Ingredients of Summer Camp Success*, outlines important preparatory steps to maximize summer camp enjoyment. The series, which he wrote and hosts, is produced by the American Camp Association. Learn more at www.campspirit.com.

To arrange an interview with Dr. Thurber, please contact Lisa Lazarczyk at 781-646-0205 or lazpr@sbcglobal.net.