



FOR IMMEDIATE RELEASE

Mary Thom Adams  
(865) 577-4717 ext. 117  
[mtadams@ijams.org](mailto:mtadams@ijams.org)

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## IJAMS CELEBRATES NEW SUMMER CAMP PROGRAM WITH COMMUNITY PARTNERS

- WHO:** Ijams Nature Center and community partners- West Knoxville Sertoma Club, Boys and Girls Club of the Tennessee Valley, Grassroots Outdoor Alliance, Horny Toad Activewear, Pelican International, and River Sports Outfitters
- WHAT:** Ijams is announcing a new series of summer camps to get kids outdoors made possible by donations from community partners.
- WHEN:** April 1, 2014 at 1:00 p.m.
- WHERE:** Ijams Visitors Center, 2915 Island Home Avenue, Knoxville
- WHY:** As the leading provider of engaging outdoor experiences in the Knoxville area for many years, Ijams has the experience and credibility to make a difference in the lives of children who do not have access to parks. These new summer camps will provide the opportunity for children ages 8-13 to explore, bike, paddle, climb, track wildlife and other nature-related activities that can be life-changing. Through these immersive programs, campers will be better engaged to understand the natural world and their role in conserving it. The camps will be co-hosted by River Sports Outfitters and the Boys and Girls Club of the Tennessee Valley.
- MEDIA:** Representatives from the outdoor industry, West Knoxville Sertoma Club, Ijams staff and Board of Directors and City and County officials will be available to answer media questions.



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## IJAMS RECEIVES MAJOR CONTRIBUTION AND WILL HOST SUMMER CAMPS WITH RIVER SPORTS AND BOYS AND GIRLS CLUB

West Knoxville Sertoma Club, Grassroots Outdoor Alliance, Horny Toad Activewear, River Sports Outfitters and Pelican International donate funds and equipment

KNOXVILLE, Tenn.—Ijams Nature Center has received a \$100,000 contribution from the **West Knoxville Sertoma Club**. This gift along with additional funds and outdoor recreational equipment provided by Grassroots Outdoor Alliance, Pelican International, Horny Toad Activewear, and River Sports Outfitters will allow Ijams to host a new summer camp experience in 2014.

The new series of adventure camps will allow children ages 8-13 from the Boys and Girls Club of the Tennessee Valley to participate in week-long camps. Each camp will include the environmental and natural education Ijams is known for along with outdoor recreational experiences like paddleboarding, kayaking, rock climbing and mountain biking led by River Sports Outfitters instructors.

“This is one of the most exciting opportunities to come to Ijams in many years. There will be no other camp like this in East Tennessee this summer, and we are thrilled to offer this experience in our community,” said Jennifer Roder, Education Program Officer at Ijams.

The West Knoxville Sertoma Club has been supportive of many organizations in the community, especially those that support youth development. As a result of this gift, Ijams and our partners are able to offer this camp for two summers.

Gordon Thomas of the Sertoma Club states, “This is the largest single contribution we have made in our community. We are extremely proud to join in the launch of what we perceive to be a lasting endeavor stimulating appreciation within our younger generation for our local environment.”

The initial funds to support the adventure camps came as a result of the Grassroots Outdoor Alliance hosting their annual summit in Knoxville. River Sports Outfitters, a member of the alliance, suggested Ijams as the recipient of their philanthropic support. Pelican International, a world leader in the design and manufacture of kayaks, canoes and boats donated two paddleboards and 12 kayaks for use in the summer camps.

“Ijams is an exuberant celebration of the wilderness and a perfect blend of everything that Pelican and River Sports value,” said Kelley Woolsey, Director of USA Sales at Pelican. “This is truly a spectacular facility and our support and sponsorship benefits an organization that truly makes a difference and helps protect the wilderness that we all love.”

To learn more about Ijams Nature Center, visit [www.ijams.org](http://www.ijams.org)

To learn more about our community partners, contact Mary Thom Adams at [mtadams@ijams.org](mailto:mtadams@ijams.org)

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