

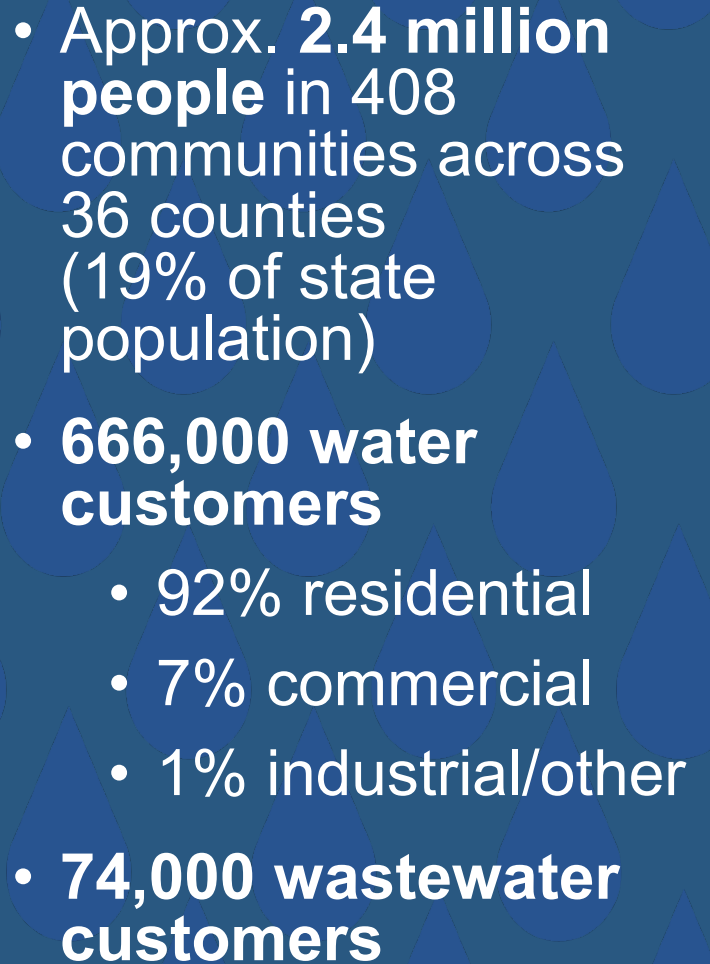


Wonders of Water Day Camps



PENNSYLVANIA
AMERICAN WATER

**OUR APPROX.
1,100 EMPLOYEES
SERVE**



Note: Service areas current as of November 2019.

WATER EDUCATION

TAPUs

- Schools
- Libraries
- Envirothons
- Community groups
- Teacher Education



WONDERS OF WATER

Explore

- Watershed basics

Learn

- How human activity on land affects the quality of water in rivers and streams

Discover

- Solutions to water pollution



AUDIENCE

Students ages 7-11

- Must be Pennsylvania American Water customers
- Copy of water bill must be submitted or account number
- FREE! \$10 registration fee to hold space – returned on last day of camp
- Limited to 25 participants

PA.05.2019



Explore. Learn. Discover.

Pennsylvania American Water is hosting two **FREE Wonderful World of Water Day Camps** this year. Geared for students ages 7-11, the camps combine outdoor fun with learning about water - a resource that's essential to life, and yet often taken for granted. Join us for fun as day campers:

- **EXPLORE** watershed basics.
- **LEARN** how human activity on land affects the quality of water in rivers and streams.
- **DISCOVER** solutions to water pollution.

NEW! Luzerne County Water Camp

in partnership with Riverfront Parks Committee and Penn State Master Watershed Stewards

WHEN July 15–18, 9 a.m. to 3 p.m.

WHERE Downtown Arts
47 South Franklin Street, Wilkes-Barre

Registrations will be accepted beginning June 1.

To register, contact Penn State Extension at 570-825-1701 or visit riverfrontparks.org.

Lackawanna County Water Camp

in partnership with Riverfront Parks Committee and Penn State Master Watershed Stewards

WHEN August 5–8, 9 a.m. to 3 p.m.

WHERE Valley Community Library,
739 River Street, Peckville

Registrations will be accepted beginning July 1.

To register, visit lrca.org, or contact LRCA at 570-347-6311.

LOGISTICS

3/4-Day Camp

Location

- Environmental Ed Center
- Park
- Library

Staff

- 4-5 volunteers
- Company employees
- Watershed groups
- College students/interns
- Clearances



PARTNERSHIPS

Partnering Organization


- Handles all registration
- Confirms attendees
- Sends pre-camp material
- Staff time
 - Activities
 - “Counselor” duties



PUBLICITY

- Bill Insert
- Press Release
- Social Media
- Designated registration period
 - Waitlist
- Media Alert

PRESS RELEASE
FOR IMMEDIATE RELEASE


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Pennsylvania American Water Partners with Local Groups for “Wonderful World of Water” Camps

Partnerships provide hands-on environmental education

SCRANTON, Pa. (May 30, 2019) – Pennsylvania American Water today announced two partnerships for the company’s annual Wonderful World of Water Camps, to be held in Wilkes-Barre and Peckville this year. The camps are offered free to children of Pennsylvania American Water customers.

Sponsored by Pennsylvania American Water, the Wonderful World of Water Day Camps provide an opportunity for area children to enjoy outdoor fun while learning about water. Day campers, ages 7 – 11, will explore watershed basics, learn how human activity on the land affects the quality of water in rivers and streams, and discover solutions to water pollution. Campers will also learn about the importance of watershed protection along the banks of our local rivers, the Susquehanna River and the Lackawanna River.

The company is partnering with Penn State Extension/Master Watershed Stewards and the Riverfront Parks Committee to host a Wonderful World of Water Camp at Downtown Arts, Wilkes-Barre, July 15-18. This is the first year the camp is being held at this location. Registration for the Wilkes-Barre camp opens June 1. Forms are available online at riverfrontparks.org or by calling 570-825-1701.

Pennsylvania American Water is again partnering with the Lackawanna River Conservation Association for its fifth Water Camp at the Valley Community Library, Peckville August 5-8. Registration opens July 1. Forms are available online at www.lrca.org, by calling 570-347-6311, or e-mailing program_manager@lrca.org.

Registration for both camps is limited to 25 campers. A deposit of \$10 will hold a child’s space, and the deposit will be refunded upon arrival at camp.

“The Wonderful World of Water Camp is a unique experience that takes children into the environment for hands-on learning about one of our most precious resources,” said Susan Turcmanovich, external affairs manager, Pennsylvania American Water. “We’re so fortunate to have such amazing natural resources as the focal points of these camps, and the campers will learn more about how they can help protect them with lessons from local environmentalists.”

Pennsylvania American Water, a subsidiary of American Water (NYSE: AWK), is the largest investor-owned water utility in the state, providing high-quality and reliable water and/or wastewater services approximately 2.4 million people. With a history dating back to 1886, American Water is the largest most geographically diverse U.S. publicly traded water and wastewater utility company. The company employs more than 7,100 dedicated professionals who provide regulated and market-based drinking water, wastewater and other related services to an estimated 14 million people in 46 states and Ontario.

PRESS RELEASE www.amwater.com

WONDERFUL WORLD OF WATER CAMP - AUG 6–9

REGISTRATION NOW OPEN

for our water camp in
Peckville!



**PENNSYLVANIA
AMERICAN WATER**

WE KEEP LIFE FLOWING™

COLLATERAL MATERIAL

WONDERFUL WORLD OF WATER DAY CAMP



TIPS FOR PARENTS

In an effort to organize our program so that our children enjoy their experience and remain safe, please review and adhere to the following suggestions:

- Children should be dropped off and picked up at Downtown Arts, 47 North Franklin Street, Wilkes-Barre. A counselor will be there to welcome your child and see your child off.
- Drop-off time is at 9 a.m.
- Children will be waiting at the designated pick-up point at 3 p.m.
- Apply sunscreen and bug spray to your child (and/or send it with them each day). Most of our activities will be outdoors. A hat is also recommended.
- Dress appropriately:
 - If it is a chilly day, provide a sweater, sweatshirt (or similar clothing).
 - Pack a rain jacket every day.
 - Wear clothing that can get dirty and shoes that can get wet.
 - Provide comfortable walking shoes (we will be taking walks and hikes daily). Shoes should be closed-toe sneakers. Also include a pair of water shoes or extra sneakers for days we are exploring the river and riverbank.
 - You are welcome to pack a change of clothes in a bag, labeled with your child's name, in case they get wet or dirty and are uncomfortable.
- Two field trips are planned; information will be provided on the days prior to the trips.
- Please pack a brown bag lunch each day; snacks will be provided. Children are asked to bring a "Zero Waste" lunch. Please see attached form for description of a "Zero Waste" lunch.
- Encourage your child to share the "events of the day" with you. We will work to create a joyful, exciting learning experience for your child. Please encourage his or her enthusiasm!



www.pennsylvaniaamwater.com

HOW TO PACK A ZERO-WASTE LUNCH



Help reduce waste!

You might be surprised to learn how much of an impact you can have on the environment by packing zero-waste lunches. On average, a school-age child using a disposable lunch generates 67 pounds of waste per school year. That equates to 18,760 pounds of lunch waste for just one average-size elementary school. Garbage like juice boxes, plastic

bags, plastic utensils, napkins and single use containers like potato chip bags and cans of soup are common contributors. Little gets reused, and most ends up in the landfill.

Zero Waste lunches can help students and parents reduce the amount of trash we generate.

Instead,
give this
a try!

Make the switch: Pack a ZERO-WASTE lunch!

Disposable Lunch	ZERO-WASTE Lunch
Sandwiches, fruits and vegetables sealed in plastic bags AND Prepackaged yogurt, apple sauce, pudding, chips, pretzels, cookies, fruit bars, granola bars, cheeses and fruit leathers	Sandwiches and other main dishes, fruits, vegetables and treats in reusable containers
Disposable juice boxes, juice pouches, soda cans, water bottles and milk cartons	Beverages in reusable drink containers/thermos
Plastic forks and spoons	Stainless-steel forks and spoons
Paper napkins	Cloth napkins
Brown paper bag or plastic bag to carry lunch	Reusable lunch boxes

BONUS TIP: Children who help plan, prepare and pack their own lunches are more likely to eat their lunch!



www.pennsylvaniaamwater.com

ACTIVITIES

- Project WET
- Macro Studies
- Fishing
- Hiking
- Recycling
- “Gardening”
- AMD Tie-Dyes







QUESTIONS?

- **Susan Turcmanovich**
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THANK YOU