



**FOR IMMEDIATE RELEASE**

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## **Summer Camp, Remixed: Camp Outside the Box with Girl Scouts of Eastern Massachusetts**

**Boston, Mass. (June 3, 2020)** — Girl Scouts of Eastern Massachusetts (GSEMA) is excited to announce registration begins today for its new, reimagined summer program, [Camp Outside the Box](#)! The fun of summer camp arrives to girls' doorsteps with a weekly box subscription of fun camp activities. Interactive camp-at-home adventures are designed to help girls explore the great outdoors and their own creativity (with LIMITED SCREEN TIME), and connect with new friends outside their social circles. Camp-outs, sing-alongs, and other live events will create a connected camp community reminiscent of GSEMA's in-person summer camp program (which was cancelled due to COVID-19 safety concerns). Six week-long sessions are available July 6 – August 14. [gsema.org/camp](https://gsema.org/camp)

Each week of GSEMA's Camp Outside the Box, campers will receive a new themed box, packed with meaningful camp projects (think nature exploration, tie-dye, knot-tying, rocket launches, friendship bracelets, scavenger hunts, and more!). Campers will gather virtually by age level once a week to participate in an activity, and everyone will be welcomed to join an all-camp experience. Family events will be offered, too! For \$75 per week, a Camp Outside the Box with activities and program instructions will be mailed to participants before each week of summer adventures.

"Our camps are an extended family, a place where girls from many backgrounds come together to learn and grow from each other in the spirit of sisterhood," says Caitríona Taylor, CEO of Girl Scouts of Eastern Massachusetts. "We're excited to offers girls a 'camp remix' with Camp Outside the Box, encouraging girls to broaden their perspectives about the world around them and to live their best outdoor life this summer!"

Prior Girl Scout membership is not required – any girl in grades K-12 is welcome to Camp Outside the Box! New and renewing Girl Scouts can take advantage of GSEMA's extended year membership offer at [gsema.org/join](https://gsema.org/join).

Register for Girl Scouts of Eastern Massachusetts' Camp Outside the Box at [gsema.org/camp](https://gsema.org/camp). For assistance, please contact [customercare@gsema.org](mailto:customercare@gsema.org) Monday through Friday, 8:30 AM – 5 PM.

GSEMA recognizes many families may be experiencing economic hardships related to COVID-19 and firmly believes those financial barriers should never prevent a girl from experiencing summer programming. To support GSEMA's camp financial aid initiatives, please visit [gsema.org/donate](https://gsema.org/donate).

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**We're Girl Scouts of Eastern Massachusetts (GSEMA)** We're 45,000 strong, with 30,000 girls and 15,000 volunteers in 178 communities in eastern Massachusetts who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> to change the world. Girl Scouts is the preeminent leadership development organization for girls. GSEMA is the 10<sup>th</sup> largest Girl Scout council in the United States, building girls of courage, confidence, and character, who make the world a better place. To volunteer, reconnect, donate, join, or learn more, visit [gsema.org](https://gsema.org).