



## **CAMP TILLICUM RENEWAL PROJECT STEPS UP EFFORTS IN NEXT PHASE OF FUNDRAISING**

### **New Campaign Theme, Website and Video Series to Enhance Awareness of the Need to Rebuild and Promote Easier Online Donating**

**Kids Need This Camp - This Camp Needs You!** That's the simple message carrying forward the initiative to rebuild a treasured facility in our area.

The volunteer Rotarians working to rebuild Camp Tillicum, on Lake Nipissing's south shore in Callander, have launched the next phase in fundraising for the camp's renewal project, based around a new website, new videos and a refined theme.

*"After decades of use by thousands of children, there's only so much repairing you can do for so long," says Bob Cunningham, President of the Camp Tillicum Board of Directors. "We'd announced Redpath will be investing in the main facility, but the entire camp needs an overhaul, and that carries a \$1.5 million dollar price tag," he explains. "We'll be renovating the dining hall, Counsellor and Nurse cabins, as well as updated play and sports areas."*

Sitting at about the halfway point with \$700,000 of funds already announced, Cunningham says the board knew they needed to step up the effort to be able to break ground as soon as feasible.

Moving forward, a new website [buildingcamptillicum.com](http://buildingcamptillicum.com) will create online presence, carry an updated message, and a streamlined way to to donate online. Previously Camp Tillicum was only represented as a section within the Rotary Club of North Bay's website.

*"This will give our efforts their own standalone presence, and make communicating our message easier,"* Steve Wright, President-Elect of the Rotary Club of North Bay.

*"We've also clarified the message to explain just what a difference Camp Tillicum has made in the lives of thousands of children, and why donations will ensure a great future for kids to attend the camp for generations to come,"* adds Wright.

*"We now have four short videos featuring those touched deeply by the camp, including recent youth attendees, adults who attended decades ago, parents, and Rotarians. They're only around a minute each and are great for sharing our message online and on social media,"* adds Cunningham.

Camp Tillicum's facilities have been maintained by Rotarians for over six decades, while the YMCA is their partner for running the seasonal programming every year.

To view the new website, videos, and make a donation, visit [buildingcamptillicum.com](http://buildingcamptillicum.com)

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*\*Number for media enquiries only, not for public*