

# CAMPING WITH ORT

**Bring the Family to SuppORT ORT  
and Have Fun at Camp Hermelin,  
October 3rd, 12:30 p.m. – 3:30 p.m.**

## FOR IMMEDIATE RELEASE

BLOOMFIELD HILLS, Mich. – **Camp Hermelin** began as a way to involve families in the perennial message of **ORT**– that top-notch education is the key to lifelong success. Since 1880, **ORT** has empowered students around the world with the skills they need to succeed in the work force. **ORT Michigan** hopes to raise at least \$20,000 through **Camp Hermelin** while also connecting with a variety of Detroiters who may not yet be involved with **ORT**.

“Dan and I are so thrilled that our family is involved with **Camp Hermelin** and with **ORT**,” says Jennifer Gilbert, a **Camp Hermelin** co-chair. Dan Gilbert’s **Quicken Loans** is an annual sponsor this year for **ORT Michigan**’s entire roster of programs; both the Gilbert family and **Quicken Loans** have supported **ORT** for years.

“The mission and the goals of **ORT** are values that everyone can get on board with,” says Gilbert. “What better mission is there than to empower people to be self-sufficient?”

**Camp Hermelin** will offer participants a variety of camp-style activities at the home of Immediate Past National President of **ORT America**, Doreen Hermelin. She is a current national board member.

Local day and overnight camps will facilitate the activities. Participating camps include **Tamakwa, Tamarack, Walden, Tanuga, the JCC, Willoway, Maplehurst, Seagull, Camp Ramah** and **Summer Impressions**. **The Friendship Circle** is also participating.

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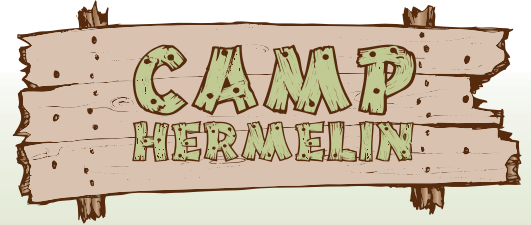
*“This is ORT’s only event for the entire family – for several generations, even,” says Rachel Zimmerman, a Camp Hermelin co-chair. “This is a wonderful opportunity to have a conversation with your kids about the importance of giving back. To empower people to succeed is the best goal there is.”*

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- **Lunch will be served camp-style.**
- **NO CARS ALLOWED. Tamarack Camps is providing the buses to take all guests to and from the event in traditional camp-style.**

**ORT America Michigan Region**  
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Educating individuals.  
Impacting communities.  
Improving the world.



- A raffle will award recipients gift certificates to Tamakwa, Tamarack, and Walden, among other prizes. Tickets will be pre-sold & sold at the event.
- An auction of family- and kid-friendly prizes will take place during the event.

**To purchase Camp Hermelin tickets: call (248) 723-8860 or  
[www.ortmichigan.org](http://www.ortmichigan.org)**

**\$25 per person or  
\$100 for a family of 5.**

**Raffle tickets are \$36 each,  
3 for \$100, or 20 for \$500.**

**FOR MEDIA COVERAGE  
OF CAMP HERMELIN,  
CONTACT:**



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**ORT** has a presence in 63 countries and has helped more than 3 million people pursue fruitful careers and contribute to society. **ORT** schools offer top-quality science, math and the latest cutting-edge high-tech education to empower individuals with the most important skills required in today’s marketplace. **ORT Michigan** is the fundraising arm for **ORT America**; one-third of all monies raised locally support the **David B. Hermelin ORT Resource Center** in West Bloomfield.

# CAMP HERMELIN

**Sunday, October 3, 2010**  
**at the home of Doreen Hermelin**  
**12:30 - 3:30 p.m.**

**Event Chairs: Jennifer Gilbert & Rachel Zimmerman**

## Get Ready for Some Camp Fun!

ORT Michigan's Camp Hermelin event is back!  
Your favorite camp will run the day's activities.  
Bring your kids, bring your grandchildren.  
The event is for the *entire* family!

**COOKOUT • S'MORES • TUG-O-WAR • & MORE!**



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