

Spa 23 Summer CAMP

*An interview with Spa 23's Summer Kids Camp Director,
Laura Severance*



Q: I thought Spa 23 was just a Gym? It has a Summer Camp too?

A: Spa 23 is so much more than just a Gym! With our Pool, Kinesis Center, Academy of Martial Arts, Massage Services, over 65 aerobic classes included in with your membership and 3 regulation racquetball courts we cater to most everyone's wants and needs. We not only take care of our teen and adult members, but offer a huge variety of programs to kids, which lead to the creation of Spa 23's Summer Camp.

CAMP Spa 23 was designed with kids in mind. 2009 was our first year to operate, and we opened hoping to average about 40-50 campers a week. We ended up with over 100 campers a week, and were pleased with our success.



Q: What made your camp so successful?

A: Three major things: We had awesome camp counselors. We are a NJ State Certified Camp, and follow all state guidelines. We go above the requirements for our counselors and only hire age 18+. Of those hired, 98% of them are going to college to become teachers. So our camp counselors want to be with kids! Second, our camp is outside! At a lake and park! What is better than being outdoors for summer? And third, our price was one of the best ones out there, at \$129/week with a camp day of 9am-

4pm, plus we offer before care from 7am and after care until 6pm, we were the working parent's dream camp.



Q: So you are expecting another great year for CAMP Spa 23?

A: This year, we have looked at what is offered to kids in our community and realize that there are two groups of kids whose needs are not being met by traditional summer day camps: 4 year olds, and the 13-15 year old teenager (too young to stay home all day alone, too old to be lumped in with the 9 & 10 year old traditional camper.....)

Every camp around us offers camp to ages Kindergarten thru 12 years old.....hmmm why not 4 year olds? We don't see why not, except it must be easier to take the older kids.

SO, we welcome your 4 year olds. We realize they have their own needs and as a result will cater to those needs with a 5:1 camper to counselor ratio. They will enjoy all the benefits of our outdoor camp, following the 45 minute scheduled daily rotations, learning new activities and skills from our camp counselors, but in an environment that takes into account their skill levels and abilities.

Again, every camp seems to be set up for ages Kindergarten thru 12 years old. Once you turn 13, they seem to kick you out, unless you want to come back and baby sit all day as a CIT....Hmmm?! Well, I believe as a parent and Spa 23's CAMP Director, we can offer better than that! Talking to 13-15 year olds, and their parents I know we have created a great new TEEN CAMP to offer. TEEN CAMP is ALL-Inclusive! It combines great traditional camp activities, like swimming, sports and fun Friday activities, with programs and classes geared strictly for Teenagers: like jewelry making, Job Interview skills, Money management lessons, and group use of Spa 23 classes and the facility!

So to directly answer your question, Yes, I am absolutely expecting another great year for CAMP Spa 23. Our weeks are filling up fast. We have a lot of our 2009 campers returning, and have already registered many new 2010 campers.

This year we offer our campers 11 full weeks, June 21-September 3rd. Parents can pick and choose which weeks

they want their camper to attend. We are flexible,
affordable and lots of fun!

For more information please contact Spa 23's Membership
Department: 973-839-8823, Mike@Spa23.com or go to
Spa23.com.