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**URJ EISNER AND CRANE LAKE CAMP
ANNOUNCES \$1.8 MILLION CAMPAIGN FOR CABINS**

*Cabins Central to Building Jewish Identity in Camp Community
Key Supporters Back Effort with \$600,000 Challenge Fund*

New York, NY (March 25, 2010) – Union for Reform Judaism (URJ) Eisner and Crane Lake Camp announced a major effort to raise \$1.8 million by June 1, 2010 to build 18 camper cabins for the summer of 2011. A core group of donors has committed to give \$600,000 as a challenge fund, intended to match up to an additional \$1.2 million in gifts.

“As a parent of three campers, I have witnessed firsthand the power of Jewish overnight camp. It has transformed my children and had a tremendous impact on our entire family,” said Andrea Golub, Chairman of the Board and member of Congregation Gates of Heaven in Schenectady. “As a donor, I know that contributing to the cabin campaign will help to create a vibrant future for Judaism by transforming the lives of campers for years to come.”

“The cabin is an essential element of the camper experience,” said Louis Bordman, Executive Director. “It is where many teachable moments occur between camper and counselor, and where relationships between campers are solidified. These relationships become the basis for a strong Jewish social support network that lasts a lifetime.”

All camper families, staff, alumni, and URJ supporters are encouraged to participate in this important initiative at any level of contribution. Any gift greater than \$5,000 pledged prior to May 31, 2010 and paid in its entirety before May 31, 2012 will be matched 1:2 by the challenge fund. That is, a \$5,000 donation will result in an additional \$2,500 matching contribution.

The matching program provides Eisner and Crane Lake an opportunity to raise the needed funds to build 18 new camper cabins and remain competitive in the marketplace. Over the past 14 years, camp has replaced 70% of its cabins; however, the remaining 30% are nearly 50 years old. Investment in cabins is a vital component of the camps’ strategic long-term plan. With one-third of the funds committed by a key group of supporters, the camp board is confident it will maximize the matching program and raise the funds to build cabins for summer 2011. If you are interested in participating in this match, contact Corey Cutler, Director of Development at ccutler@urj.org.

URJ Eisner and Crane Lake Camp, a registered 501(c)(3) organization, is owned and operated by the Union for Reform Judaism www.urj.org. Together, the two camps serve nearly 2,000 campers and staff each summer and provide a base for lifelong Jewish learning, memories and friendships. Over the past four years, Eisner and Crane Lake Camps have successfully raised over \$6 million for capital projects. More information is available at www.eisnercranelake.urjcamps.org

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Attachment: rendering of new cabin