

WHAT WILL YOUR CHILDREN DISCOVER THIS SUMMER?

Anthony Rich's Discover Camp offers all kids the opportunities to explore their passions in a fun and creative way.

What do you get when you mix rockets, cars, legos, robotics, sciences, computers, and sports? No, it's not a super rocket car that flies and plays soccer. It's an enrichment camp for every kid. Discover Camp is a place where all kids can enrich their lives based around their personal interests. "It's kind of like sneaky school," 11-year old Taline Karoziachia said. "We learn in classrooms but in school you don't get to choose what you want to do."

Fun learning is the whole idea, according to director Anthony Rich, a White Plains native who founded the camp in 2008 to teach kid's hobbies and hands-on skills they can use throughout their lives. "It's kind of like exercise for your brain," said Rich, who now lives in Hawthorne and works in the Eastchester elementary schools, teaching kids to use computers and showing teachers how to integrate computers into their curriculums. "We base the courses on whatever interests the kids. A lot of enrichment programs are geared toward kids identified as gifted and talented. Ours is different —it's open to all kids, because we think all kids can benefit

from these kinds of enrichment courses," he said.

Giving kids a variety of classes to choose from is an understatement. There are introduction and advanced rocketry courses, a build your own computer course where students create their own desktops from parts, Lego robotics, archery, movie making with iPad 2's, web publishing, robotics, chess, golf, digital architecture, electronic game construction, skateboarding, magic, reading, go carting and more.

DISCOVER CAMP



Vivian Kaiser of Chappaqua, 11, signed up for video and moviemaking, painting, soccer and rock-climbing. "It's a fun way to learn," she said. "We get to express ourselves and have fun."

Discover Camp is more like a family than an organization. Each instructor is specially selected and certified in their area of expertise. "We never have to go outside to hire counselors either," said David O'Neil, assistant director and fellow Eastchester teacher. "100% of our counselors are former campers and we place them in classrooms in which they excelled as campers," added O'Neil.

The Camp consistently reinvests in itself on a yearly basis. "This year we are featuring iPad 2's in our Movie Making course and are adding over 20 more classes," added Rich. With more than 80 classes this year Discover Camp was able to save money in advertising and redirect those funds into the new

classes. "90% of our campers are from referrals and our return rate is 80%," O'Neil added. These numbers are striking. Where most camps in Westchester use traditional forms of advertising, Discover Camp can almost solely rely on word of mouth.

Joseph Spinelli, an Eastchester 12 year old, loved the camp so much he began collecting radio controlled cars. "I always loved remote control cars, but I never really knew how they worked. Now I can fix just about anything that goes wrong. It has actually saved my parents some money because I don't need to keep replacing cars anymore." What Joseph experienced is what Discover Camp is all about. "We want kids to pursue their passions and build lifelong skills," added O'Neil.



Before he came to camp, Marcus had never built a radio-controlled car before, much less taken one apart. "I saw it in the catalogue and it just caught my interest," he said. "It was a little challenging, but the teachers were very helpful. When I put it together I was a little nervous that it wouldn't work. When it did, it felt really, really good. It goes pretty fast too. I think it's more fun to play with something that you built yourself."

Ellen LaNicca-Albanese of White Plains has already decided to send her 14-year old son, Giancarlo, to the camp this summer. "My son has been a summer student of Mr. Rich's for 8 years and I

can tell you that he is like the Pied Piper for the hobby set," she said. "He has a way with kids that encourages them to have hands-on-fun experiences, but also allows them to make mistakes and learn from them."

Session I of Discover Camp runs from June 27th to July 22nd, and Session II from July 25th to August 12th. Early drop off, late pick up, and bussing are available. Lunch is served for all full day campers.

Discover Camp has built their reputation on being flexible and working with parent's special requests like working around vacation plans. For more information request a brochure at www.discovercamp.net or email Anthony Rich at anthony@discovercamp.net.

Discover Camp can also be reached after regular school hours at 914-462-0360.

