

PRESS RELEASE

UrbanPromise students promote environmental awareness through art

11th and 12th grade students make banners for Earth Day

Camden, New Jersey, March 2010 – Established in the 1970's, Earth Day promotes awareness and appreciation for earth's environment. Each year on April 22nd, hundreds of events take place in several countries that observe the movement for a healthier environment.

In celebration of this day, 11th and 12th grade students from UrbanPromise Academy in Camden, New Jersey will be making banners which recognize issues that our environment faces today. The banners will encircle the campus, creating an "urban forest" which will be displayed on Earth Day and throughout the following weeks.

The idea for the banners is inspired by other environmental movements in urban settings throughout the country, including Detroit, Baltimore and Chicago. The design for the banners is based on the style of self-taught, deaf artist James Castle, who communicated through books, drawings, etc.

Incorporating the "Planting Promise" theme of the year, students will design the banners with a focus on trees, which represent humanity, beauty, health, and growth in the environment. Throughout this process, students will create different designs and vote on the most compelling. They will work in pairs to make the banners and hang them up on campus. On the banners, the students will include a word that represents something they would like to see grow in the city of Camden. In addition, all students of the academy will have the opportunity to

participate in community art projects, incorporating all skills and the use of recycled materials. Art Director Julie Kring-Schreifels hopes that this project will “promote and nurture good values within the community.”

To learn more about the work UrbanPromise is doing in Camden, New Jersey visit www.urbanpromiseusa.org

About UrbanPromise

UrbanPromise has one clear mission, to build a city of promise, one child at a time. By equipping Camden’s children and young adults with the skills necessary for academic achievement and moreover, life management, UrbanPromise has grown from a tiny summer camp program to a multifaceted institution with a reputation of solidarity and success. Among their many programs are private schools for grades k-12, after school programs, summer camps, and various other recreational and educational programs, each targeting different parts of the lives of Camden’s youth. Learn more about UrbanPromise at www.urbanpromiseusa.org

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