



NEWS RELEASE

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WHAT'S THE COOLEST WAY TO REACH KIDS THIS SUMMER?

CAMPLING®: An Innovative Summer Camp Sampling Program

TORONTO, ON – June 16/08...It's back! This summer, CAMPLING® returns and it's bigger and better than ever with leading sponsor Banana Boat®.

CAMPLING is an innovative, cost-effective and fun marketing concept that marries sampling programs with kids and families at summer day camps. Now in its second year, the summer-long campaign runs from July 1 to August 29/08 and provides sponsor products to 15 participating Ontario day camps for free.

CAMPLING sponsors can reach a targeted audience of over 75,000 campers and teen-aged staff (from ages two-and-a-half to seventeen), by providing them with an assortment of camp and summer-related products. When you factor in the number of moms, CAMPLING reaches almost 175,000.

To ensure brand communication directly back to parents, sponsors may participate in the program's "backpack stuffer" where small items such as product samples, coupons, brochures, or premiums are inserted into campers' backpacks to take home. Sponsors may also provide product during camp Open House and Parents Days.

The heart and soul of the CAMPLING program is the CAMPLING fund. As part of CAMPLING's mandate, a portion of proceeds will be used to send underprivileged kids to the participating camps. In 2007, CAMPLING's inaugural year, 40 kids who otherwise would not have had the opportunity, were able to go to camp.

This year's lead sponsor, Banana Boat Sun Care, will provide CAMPLING with full-size bottles of Kids Dri-Blok SPF 30. They will also be inserting sample sachets and coupons through the "backpack stuffer" program.

"The World Health Organization estimates that 80 per cent of a person's sun exposure occurs before the age of 18, so it's extremely important to establish good sun protection habits with your kids at a very young age," said Zora Crowder, Senior Brand Manager, Banana Boat. "Banana Boat is proud to partner with CAMPLING to help ensure that kids are protected from the damaging rays of the sun this summer so that they can safely enjoy all of the activities of summer camp."

"The CAMPLING concept has been embraced by both camps and advertisers because it's an easy, innovative, targeted and cost-effective sampling program," said Lisa Vogel, founder of CAMPLING and president of Mama Media Inc., the company that executes the program. "It's a great way for campers, staff and parents to experience and enjoy kid-friendly products in a safe and fun atmosphere, plus it's an exclusive environment for advertisers to reach this all-important audience."

Crayola® will also be offering arts and craft supplies. SavvyMom.ca, a leading online resource for moms, is this year's media sponsor and has partnered with CAMPLING, with a contest, "The Great Camp Giveaway" where entrants had a chance to win free sessions at participating camps.

There are limited sponsorship opportunities still available. For more information, contact Lisa Vogel (416) 488-7879 or lisa@mamamediainc.com.

ABOUT MAMA MEDIA INC.

Founded in 2003, Toronto-based Mama Media Inc. is an advertising and marketing company that partners with national advertisers to develop innovative marketing concepts across the disciplines of media planning and buying, event marketing, sponsorships and sampling programs. Visit www.mamamediainc.com.