



Press Release

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For Immediate Release

Local Camp Fire USA Council Changes Name

Southeast, MI --- Camp Fire USA Wathana Council will now be known as Camp Fire USA Southeast Michigan Council. This name change was voted on and accepted by their Board of Directors in early June. The name change went effective on July 1, 2008. The local Camp Fire USA Council received funding through the New Detroit Organizational Capacity Building Grant at the beginning of this year to hire a consultant to create and implement a marketing plan to boost exposure of their youth and family services. One of the findings from this grant work was that the Wathana Council name did not reflect the service area covered. The new Southeast Michigan Council name will reflect this service area better and in turn boost exposure for their programs and services.

Camp Fire USA, now known as Southeast Michigan Council, is a non-profit organization that prides themselves on molding children of today into leaders for tomorrow. Their programs are family oriented, co-educational, and have a strong leadership component. Camp Fire USA offers small group clubs, community family clubs, self-reliance classes, money management for teens, teen mentor programs, summer day camps, and a summer resident sleep-over camp at their fully functional camp in Holly, Michigan called Camp Wathana. To get more information, or other programming questions, please contact Camp Fire USA at (248) 559-5840.

Camp Fire USA Wathana Council has been providing youth development services in Southeast Michigan since 1910. Camp Fire USA is all-inclusive, welcoming children, youth and adults regardless of race, religion, socioeconomic status, disability, sexual orientation, or other aspects of diversity.

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