



FOR IMMEDIATE RELEASE

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**Church & Dwight Co., Inc. Sponsors Princeton-Blairstown Center's
2017 Summer Bridge Program**

PRINCETON, NJ, November 16, 2016 – The Princeton-Blairstown Center (PBC) is pleased to announce that the Church & Dwight Employee Giving Fund Grants Committee has provided a corporate contribution in support of PBC's innovative Summer Bridge Program. Piloted in 2015, PBC's Summer Bridge Program works to combat summer learning loss and teach critical social-emotional skills among at-risk urban youth. The Church & Dwight Co., Inc. sponsorship will enable students from Trenton partner organizations to participate in the five-day, four-night Summer Bridge Program at no cost to them or the partner organization.

Started in 2015 with a four-school pilot program, Summer Bridge was designed to decrease the summer learning gap of underserved urban youth while developing science, technology, engineering, and math (STEM) skills. A group of at-risk youth from PBC's partner organizations/schools participate in an intensive educational experience at PBC's beautiful 264-acre Blairstown Campus near the Delaware Water Gap, taking advantage of all that the campus has to offer, such as proximity to animals, birds, amphibians, the lake and forest, a hydro generator and dam, solar panels, and an organic garden. The program engages the students in three hours of academic enrichment each day, including STEM, literacy, and project-based learning. The program also helps the youth form positive relationships with peers and adults, enhancing the school/organization culture, and builds their social and emotional toolkits to strengthen them for success in academic and other arenas.

PBC provides this program free of charge to students at partner schools and agencies. In 2017, PBC expects to partner with Mercer County agencies and schools, including Partnership for Trenton.

The Church & Dwight Employee Giving Fund, Inc. (EGF) is the company's workplace giving program. It was established in 2005 to support charitable organizations primarily in New Jersey and Eastern Pennsylvania, the region where their corporate headquarters is located and where many of their employees reside.



“We are grateful to Church & Dwight for their investment in PBC’s Summer Bridge Program and the Mercer County youth who will benefit from the daily academic enrichment and the opportunity to build social skills,” said PBC President & CEO, Pam Gregory. “Their support of this program exemplifies their commitment to being responsible and good citizens.”

Girl Scout troop 72026 presented the check to Meredith Murray, PBC’s Director of Development & Communications. Troop leader, Donna Marineas, is a Church & Dwight employee and accompanied the troop to PBC’s Girls’ Leadership Weekend earlier this year.

About the Princeton-Blairstown Center

PBC, an affiliate of Princeton University, is an award-winning, independent nonprofit with a mission to transform the lives of vulnerable young people through integrated experiential and adventure-based programming in schools and at our Blairstown Campus near the Delaware Water Gap. We collaborate with schools, university partners, and community-based agencies to develop in youth deepened self-awareness, responsible decision-making, teamwork, and leadership skills. Our wide variety of year-round, multi-service programs serve more than 6,000 young people from the Mid-Atlantic States.

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