

REVEILLE

A UNIQUE CAMP EXPERIENCE FOR WOMEN



JOAN LUNDEN PRESENTS THE 2ND SEASON OF **CAMP REVEILLE** FOR WOMEN, A WAKE-UP CALL FOR YOUR LIFE



Naples, Maine, August 21- 24, 2008. After waking up at 4 am for two decades as the host of Good Morning America and raising seven children, **Joan Lunden** knows a great deal about the need for escape and “play therapy.” As a long-time health advocate who has authored books on healthy cooking and balanced living as well as starring in her own workout video, Lunden has spent years actively pursuing a healthy, lively and energetic lifestyle. She has logged the obligatory hours in the gym; rode horses competitively with her daughters; and climbed the Grand Teton mountain range, but it was upon meeting and eventually marrying her husband Jeff Konigsberg, who owns and directs summer camps for children, that she discovered a fitness and lifestyle secret that trumped all others.

“For the past ten years I have been spending my summers in Maine at Camp Takajo,” explains Lunden. “Every year I swim, sail, hit the tennis courts, scale the climbing wall and work out with a terrific trainer. At the end of each summer I always find I’m in my best shape, my spirits are lifted, and I feel energized and inspired. It has become my passion to create this exhilarating environment for other women like myself.” Lunden decided to share her secret of success with other women creating a weekend getaway, **Camp Reville**

Last summer’s inaugural session created an environment filled with energy and camaraderie. **Camp Reville** is the perfect playground where any woman can unwind and play like a kid again, share laughter and stories with other women, and feel inspired to challenge their limits. Lunden says, “We all need to take a time-out from our hectic schedules to reconnect with our sense of play, recommit to our health, and renew our spirits.”

Camp Reveille is nestled among the majestic pines on the shores of Long Lake in Naples, Maine on the grounds of Camp Takajo. The idyllic location includes an active waterfront and beach, which offers swimming, sailing, canoeing, waterskiing, and banana boat rides. There are 17 tennis courts, basketball courts, paddle ball, beach volleyball, soft ball and soccer fields as well as two indoor sports complexes, three indoor dance studios, a playhouse, and a crafts lodge. During the 4 day, 3 night getaway, women can scale a 50 foot climbing wall, take aim at archery and enjoy an inspiring evening around a crackling campfire.

Lunden is quick to point out that there are no requirements or expectations at Camp Reveille, only choice. **Camp Reveille** allows campers ranging from 25 – 75 years old to design their own experience, whether it be relaxing, socializing, taking part in the myriad of fitness classes offered, or pushing their bounds physically, emotionally or mentally. “This is a guilt free weekend,” says Lunden. “If we want to be our best as women, we must take care of ourselves. That means taking a break from our demanding schedules to revitalize mind and body. **Camp Reveille** is your chance for renewal, personal growth, and self discovery, but most importantly it’s your chance to relax and have fun!” **Camp Reveille** is truly an experience unlike any other.

Enrollment is still open and special guests are being scheduled for this summer’s session!

PRESS AND INTERVIEW REQUESTS:

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