



CAMP HALF-BLOOD



Media/Press Kit

Adventure Powered by Story

If you're reading this, you have likely discovered something special inside; a hero-potential. Based on the Percy Jackson series, camp half-blood is a literary summer day camp program that trains kids ages 7-13 to become legendary heroes.

Engaging battle rotations and camper-selected electives and activities all center around a week-long journey through mythology that culminates in the ultimate test of a hero's abilities: a live-action quest.

Our Campers

Multi-aged, co-ed groupings bring demigod children together in diverse hometowns where they train in swordsmanship, compete in camp-wide events and “forge” shields and other items together.

dem·i·god
/ˈdemē,gäd/

noun

a being with partial or lesser divine status, such as a minor deity, the offspring of a god and a mortal, or a mortal raised to divine rank.



Our Counselors

Demigods in their own right, our counselors are the perfect mentors. Small ratios combine with hands-on engagement as counselors lead campers through a variety of electives and activate their love for story.

Stats

82%

of our campers
return on average
each year

76.5%

of our 2021 staffers have
worked at camp between
2 and 5 years

90%

of our camp leadership
has worked with us for
over 4 seasons



Video

11 Camps, 6 Cities

Camp Hours:

Monday - Friday (9:00 am - 4:00 pm)

Rising 2nd through 7th graders

Prospect Park Brooklyn

June 14, 2021 – August 20, 2021

\$550/week

Central Park NYC

July 5, 2021 – August 13, 2021

\$550/week

Inwood Upper Manhattan

July 5, 2021 – August 13, 2021

\$495/week

Cloves Lake Park Staten Island

June 28, 2021 – July 23, 2021

\$495/week

South Mtn. Reservation, Maplewood, NJ

July 5, 2021 – August 20, 2021

\$495/week

Wissahickon Park, Philadelphia, PA

June 28, 2021 – July 23, 2021

\$425/week

11 Camps, 6 Cities

Camp Hours:

Monday - Friday (9:00 am - 4:00 pm)

Rising 2nd through 7th graders

Rock Creek Park, Washington, D.C.

July 5, 2021 – August 13, 2021

\$450/week

Forest Hill Park, VA

July 5, 2021 – July 30, 2021

\$375/week

Brand Park, Glendale CA

July 12, 2021 – August 13, 2021

\$495/week

Kenneth Hahn Park, West LA

July 12, 2021 – August 12, 2021

\$495/week

John McLaren Park, San Francisco, CA

July 12, 2021 – August 13, 2021

\$495/week

Articles, Press & Testimonials



Camp half-blood combines Greek mythology, story telling, imaginative play and the outdoors to create the kind of summer days children love. If you want to encourage reading, and boost related skills, this is perfect because the campers don't even realize the mission is all about learning and literacy.

Check out what everyone is saying about Camp Half-Blood and what all the hype is about.

HALF-BLOOD VS. WEREWOLVES



Simply divine! At Camp Half-Blood, children turn into little heroes and fight chimeras, furies, and other monsters.

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Millions of children are even today still familiar with Greek myths- because they devour the books about **Percy Jackson**. To train in sword fighting and destroy monsters at Camp Half-Blood is a dream for every fan of the young Demigod. In a summer camp in New York, this dream comes true.

Text: Regine Becker Photos: Katie Orlinsky

Something is wrong in New York's borough of Brooklyn. Since the fearless warriors of Camp Half-Blood defeated the Titan Kronos last summer, creepy phenomena put people in shock. everywhere, magical portals pop up, from which monsters and other creatures crawl into the mortal world. But rescue is near: New York is having summer vacations again, and in Brooklyn's Prospect Park young campers are gathering in an innovative camp.

Together, they forge swords and plan to fight back the intruders.

Normally, Adva is a regular New York schoolgirl. But in the summer camp in Prospect Park she transforms into a sword-swinging demi-goddess. Because here, everything is just like in the famous camp from Adva's favorite book "Percy Jackson". Or at least almost.

In the well known series of US writer Rick Riordan, Percy, a problem student with bad grades and ADHD, learns that the Greek gods really do exist- and that he is the son of the God of the Sea, Poseidon. Together with other young demigods he visits Camp Half-Blood every summer.

The training camp is to prepare the boys and girls for the fight against monstrous enemies. Unfortunately there are also Chimeras, Giants, Medusa and all the other monsters of Greek mythology.

Granted: the gods and monsters that Adva has to deal with in prospect park are part of the fun. And ▶



To be like Percy: Adva and her friend Solomon are big fans of Rick Riordan's bestsellers



Research like the ancient Greeks: Even nature observations belong to the demigod education



Where do monsters lurk in the park? Eagerly, the campers study the map

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the sword that she has trained with is made of foam and tape.

It costs between \$450-\$550 to spend a week feeling like an actual demigod. The fact that this actually works is, for one thing, due to the exciting stories that the team leaders come up with for the summer camp. For instance, with the magical portals.

Today, there is great excitement in the camp. Adva keeps her weapons handy. Other campers are putting on war paint. It is Friday, the last day- and the final battle is coming. After a week of riddles and hints the campers have finally found out who is behind the attacks from the portals. Lycaon, the werewolf king. According to legend, Lycaon, King of Arcadia, had once fought with Zeus. He tricked his mighty guest into a disgusting meal. On top of it, he also tried to destroy the King of the Gods in his sleep. Zeus turned him into a wolf for punishment. And now Lycaon plans the conquest of Brooklyn with the help of his minions.

But Adva and the other demigods were prepared. After all, they have worked hard over the week: a regular day in Camp Half-Blood starts with a round of sword fighting and field games like Capture the Flag. After lunch- of course after an offering to the gods was made- the children get instruction in subjects that aren't in any school curriculum, like the "Art of Deception". In the afternoon they wander through the park to complete special assignments with their Camp Counselors. You may have to recover a treasure that the goddess Hera has stolen. Or a harpie is lurking behind bushes. Adva loves those kind of surprise attacks. "We always have our swords with us. We destroy the monsters with those." she says matter of factly. After this week of camp a werewolf King can no longer intimidate her. Lycaon can come.

“**T**here they are!” calls out a camper and points to the hill. Indeed, twelve creatures are approaching armed up to their werewolf teeth. Roaring, they pull out their foam c-

lubs. The children quickly break up into groups and then join their Camp Counselors in the fight. Again and again a group runs up and attacks Lycaon's gang. Soon the first ones sink to the ground. Foam or not, whoever gets a blow is defeated.

Wave after wave storms towards the werewolves. A wild buzzing mess. Adva and her peers give everything, but in the end it's the Cabin Counselor who defeats the villain. After 20 minutes Lycaon is beaten. He has to withdraw. The magical portals are being sealed. And Camp Half-Blood Breaks out in jubilation. However, before the werewolf king disappears, he utters a sinister threat: next summer, he calls out, he will be back in Prospect Park. This is fine with Adva. She has the same intention. ▶



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[Defeat] the strongest Titan around: Not only swords, but also huge weapons belong to the arsenal of the demigods

End & Legacy



Simply divine! At Camp Half-Blood, children turn into little heroes and fight chimeras, furies, and other monsters.

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Testimonials

“My child gives the camp ‘5 stars’. The kids are outside all day unplugged. The camp also has encouraged them to learn Greek mythology and start reading!”

- **Mortal Parent**

“Camp Half-Blood is a truly magical place where counselors and campers showed my child a path towards new and wonderful friendships.”

- **Mortal Parent**

“We love the camp! The counselors are fantastic-creative and enthusiastic. It’s a highlight of my kids’ summer”

- **Mortal Parent of a North Demigod**

In the Press

BKLYNR

“At Camp Half-Blood, children are engaged with the mythological stories of the past. Every summer there is an overarching story of the camp.

Each week, there are adventure and lessons that lead up to the main story. They’re like chapters.”

[ARTICLE: "The World Needs More Heroes":
What An Actual Summer Camp Teaches Kids](#)

In the Press

THE NEW YORKER

“To hear one’s offspring excitedly explain that camp was rained out because Poseidon made it rain, and that Zeus has been throwing thunderbolts, is enough to warm the heart of even the most skeptical defender of the Western literary tradition.....”

ARTICLE: The Percy Jackson Problem

In the Press

**THE NEW YORK
TIMES**

“That morning, the boys had been regular Brooklyn elementary school students at a summer camp in Prospect Park. But now each had been revealed to be a half-blood, with one mortal parent and one who was a god of Greek myth.”

ARTICLE: At Camp, Make-Believe Worlds
Spring Off Page

In the Press

MEDIUM

“Imagine a world where Gods and Goddesses come back to life, mythical quests are lived out during expeditions through an enchanted forest, and great battles occur that rival the Trojan War itself. For [those] who attend Camp Half-Blood and Camp Jupiter ... these experiences are a living reality each summer in” Prospect Park, Brooklyn.

ARTICLE: The Land of Always Summer

Company Leadership

Crystal Bobb-Semple is the Founder and CEO of Plato Learning, a company whose mission is to transform classic stories into multimodal explorations of culture, history, and identity. Since 2010 her company has established itself as one of the foremost literacy enrichment programs in New York City and currently operates summer programs in 6 states and the District of Columbia. Under her leadership the 5000+ children she serves learn critical literacy skills that give students agency over stories; those others tell, but most importantly, the stories kids believe about themselves.

Crystal is a graduate of Hampton University, holds an M.P.A. from the University of Delaware, Joseph R. Biden School of Public Policy and, having successfully defended her dissertation “Unsung Heroes, Campers at the Intersections of Literacy, Identity, and Community,” will receive her Doctorate from the University of Pennsylvania, Graduate School of Education this Spring.

Bobb-Semple is a trustee of the Saint Ann’s School in Brooklyn, NY.





Be a Hero
