[Camp Specific Letterhead]

**EMAIL SUBJECT: CANADIAN SUMMER CAMPS NEED YOUR HELP TODAY**

The Canadian Camping Association (of which our camp is a member) and the [PCA NAME] is seeking immediate assistance from you and from thousands of other camp parents to support a letter writing campaign for Government financial assistance to SAVE THE FUTURE OF SUMMER CAMPS in Canada – for the 2021 season and for seasons beyond.

We know we do not need to talk with you about the importance of a summer camp experience.

Throughout our country, over more than 100 years, parents know that camp has had a profound impact on millions of children and young adults. Camp has helped shape “who we are” and “how we act”. Camp creates good citizens.

The Canadian Camping Association drafted the attached letter in the hope that you, as a summer camp parent, will sign it and email it directly to Minister Morneau (Bill.Morneau@parl.gc.ca).

We need your support to ensure camps in Canada survive for generations to come.

With thanks for your help

Camp Director