

FOR IMMEDIATE RELEASE

She-EO, LLC Launches Camprichment™ - Career-Focused, Critical-Thinking Camps for Girls and Boys



Fairfax, Virginia – February 2025 – Camprichment™ is the new brand of enrichment camps from She-EO, LLC; a company with a history of providing transformative, enrichment school-break camp experiences for children. She-EO, LLC announces the launch of a new group of career-focused, low-tech, critical-thinking daycamps for girls and boys ages 6-16. Registration for these summer camps are opening soon for families in Fairfax, Arlington, Loudoun and Chesapeake, Virginia in 2025.

The company noticed that there is a saturation of enrichment daycamps focused on science and technology interests and skills. While these are needed, it leaves a void for daycamps that connect those interests and skills to industry exploration and career application. Through play and group engagement, Camprichment™ will offer families unique alternatives for their young explorers to **d**iscover, **d**evelop and **d**o new or familiar things **d**ifferently.

Camprichment™'s summer camps are designed to foster a growth mindset, encourage strategic thinking, explore interests and industries, and provide happy and healthy experiences that build confidence all while creating new friendships and lasting memories. The experiences will include a variety of hands-on activities using arts and crafts as well as interactive games and situational role play. The curriculum will be thoughtfully developed for every kind of learner. Every camper will create and own something that they can take home and be proud of at the end of their camp week.

"After years of offering highly sought after enrichment camps just for girls, I am excited to expand the topics and titles while growing the reach to include boys," said DeShawn Robinson-Chew, CEO of She-EO, LLC and Founder of Camprichment™. Mrs Robinson-Chew continues to say that "as a mom, I am proud to design daycamps that provide a safe and nurturing environment where children can learn, grow, and also think while having fun."

For more information about Camprichment and their school break daycamp programs, please visit the program's website at [Camprichment.com](https://www.camprichment.com).