

5 FUN LAYS TO CELEBRATE FOUNDERS DAY 2025

FOUNDERS' DAY IS OUR BRAND-NEW COLEMAN TRADITION — A TIME TO HONOR OUR RICH HISTORY, CELEBRATE WHERE WE ARE TODAY, AND GET EXCITED ABOUT OUR AMAZING FUTURE. AND WHAT BETTER WAY TO CELEBRATE THAN BY TAKING IT TO THE STREETS (AND LAKES, AND DINING ROOMS, AND INSTAGRAM FEEDS)!

THIS IS YOUR CHANCE TO RECONNECT WITH CAMP FRIENDS, SHARE MEMORIES, AND SHOW OFF YOUR COLEMAN PRIDE LOUD AND PROUD. HERE ARE FIVE AWESOME WAYS TO JOIN IN THE FUN THIS YEAR:



GIVE BACK TO THE LAKE



HOST A "LAKE LUNCH"

Founders' Day is all about Celebrating the Lake! Your gift to the campaign will support improvements to Lake Shalom – keeping it safe, beautiful, and magical for generations of campers.

The more we raise, the more we can do.



Grab your camp crew, your favorite Coleman photos, and pick a spot to hang out – by a pool, at a lake, in your dining room, or your go-to restaurant. Tell stories, laugh hard, and relive the best of camp together!

Hosting? Email Jennifer Siegal-Miller at jsiegal-miller@urj.org and we'll send you some special Coleman merch as party favors!



MEET OUR FOUNDERS



ADD YOUR MEMORIES TO THE "LAKE LINE"

Head to our Founders' Day website and learn about the 14 incredible leaders who dreamed up a Jewish camp in the Georgia mountains back in 1965. We are their living legacy – let's learn their stories and carry their vision forward.



We've created an interactive timeline filled with stories and photos of Lake Shalom. Read what others have shared, then add your own! Whether you were a camper, staff member, or both, your voice is part of Coleman's story.



ADD YOUR MEMORY HERE!



SHOW YOUR COLEMAN PRIDE!

On October 27, 2025, rock your Coleman gear everywhere – shirts, hats, socks, bracelets, sweatbands... whatever you've got!

- Tell people about camp.
- Snap a photo.
- Post the photo with a caption that includes your favorite Coleman memory and tag it #ColemanFoundersDay2025.
- *Every post will be entered into an hourly giveaway for exclusive Founders' Day merch winners announced every hour from 9 AM-6 PM EST!