

# SUMMER PROGRAMS PRESS KIT

## PROJECT NYC

PITCH: Spend ten days in New York City immersed in the fields of Sports & Entertainment, Marketing, Wall Street & Finance, and Fashion. Hear from top industry leaders and entrepreneurs; learn what it takes to build a career in a competitive business environment; sharpen your skills through a college-level training seminar; enjoy New York's cultural and Jewish opportunities.

### PROGRAM HIGHLIGHTS:

- Specifically targeted to Juniors and Seniors looking for a unique summer opportunity.
- Looks great on your college applications.
- Engage in fun and educational competitions like on "The Apprentice."

PROGRAM DATES: July 20 - July 29, 2008

PROGRAM LOCATION: Pace University in Manhattan, NY

### TESTIMONIAL:

Project NYC was truly a once-in-a-lifetime experience. If I was able to be part of this trip again, I would do it in a heartbeat!

**-Rachel Donlin (Waxhaw, NC)**

### PICTURES:



