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2ND ANNUAL CAMP FAIR TO BE HELD IN BLUE BACK SQUARE -REI TO SERVE AS HOME BASE FOR EVENT-

(WEST HARTFORD, CONNECTICUT)- January 17, 2012- The frigid temperatures of winter will be just a distant memory in the matter of a few months. Blue Back Square is already getting geared up for warmer weather with plans for the *Explore the Possibilities: Summer Camp Fair* happening on Sunday, January 29th. The American Camp Association- New England and REI of West Hartford have teamed up for the event for a second consecutive year.

“Blue Back Square is an outdoor walking retail center and we are always happy to support events that promote outdoor activities,” said Barbara Lerner, Project Marketing Manager for Blue Back Square. “The event was a hit last year and promises to be even better this year.”

The fair offers an opportunity for both novice and experienced campers to come together with access to the best camping gear. Participants will also meet representatives from various Day and Sleep away camps throughout Connecticut and New England. This gives parents a chance to speak directly with staff from the programs where their children might attend. At the fair, kids will also enjoy an in-store scavenger hunt and other activities offered throughout the day.

The fair, which runs from 11 a.m. to 5:30 p.m. on Sunday, January 29th, is free and open to the public. There is no need to pre-register.

For more information, please contact the American Camp Association-New England at 781.541.6080 (www.campfairs.org) or visit www.rei.com/westhartford.

Blue Back Square is New England’s newest shopping, entertainment and living destination located in the heart of West Hartford, CT. It is a 600,000-square-foot, mixed-use development that serves as an extension of West Hartford Center, a popular pedestrian-friendly shopping and dining district that presently consists of nearly 200 upscale national, regional and local boutiques, restaurants, theater and a food market. Visit www.bluebacksquare.com for more information.