



**CAMDEN COMMUNITY  
PARTNERSHIP**  
DRIVEN BY PROGRESS | FOCUSED ON EQUITY



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**PRESS RELEASE**

**CAMDEN COMMUNITY PARTNERSHIP RECEIVES \$75,000 GRANT  
FROM HORIZON BLUE CROSS BLUE SHIELD TO BOOST HEALTH &  
FITNESS PROGRAMS IN CAMDEN**

**CAMDEN, NJ** – Camden Community Partnership is excited to announce the receipt of a \$75,000 grant from Horizon Blue Cross Blue Shield of New Jersey. This generous contribution, made through The Horizon Foundation for New Jersey, will support the continuation and expansion of evidence-based health and fitness programs in Camden. These initiatives aim to combat obesity and related chronic conditions, while also promoting healthy lifestyles and fitness opportunities for local residents.

“At Camden Community Partnership, we are more committed than ever to fostering a comprehensive and inclusive approach to revitalizing both the community and the local economy,” said Dana L. Redd, President & CEO of Camden Community Partnership. “We are incredibly grateful to Horizon Blue Cross Blue Shield of New Jersey and The Horizon Foundation for New Jersey for this generous donation. Their support ensures that vital programs, which so many in our community look forward to, can continue to thrive and make a real difference. This donation not only strengthens our mission, but it also allows us to bring new health and wellness initiatives to life, making a meaningful impact on the lives of Camden residents.”

“This generous \$75,000 donation from The Horizon Foundation for New Jersey is a true testament to their dedication as both a partner and believer in Camden’s future,” said Camden Mayor Victor G. Carstarphen. “The Horizon Foundation for New Jersey’s commitment to our city allows us to continue offering Camden families a variety of healthy and enjoyable activities that they eagerly look forward to each year. These programs not only provide education and wellness resources but also foster a strong sense of community as families come together to engage in fun, interactive events. We are deeply grateful for their support, and I’m excited to join our residents in these events as we work together to build a healthier, more connected Camden.”

The funding provided by Horizon Blue Cross Blue Shield of New Jersey and The Horizon Foundation for New Jersey will support the expansion of two key health and fitness initiatives in Camden:

(more)

- **Healthy Food & Lifestyles Initiative** – This initiative focuses on connecting with the community to prevent youth obesity and promote healthy eating habits. Plans include large-scale food distribution events, health screenings, providing healthy snacks at local events, a cooking education program, and more. Local nonprofits will also be engaged to offer additional health interventions, supporting the overall well-being of Camden families.
- **Camden’s Youth Athletics & Fitness Initiative** – This initiative is designed to foster physical activity and education on obesity prevention for young people. It will feature a series of health education seminars, a speaker series in partnership with local youth athletic organizations, and fitness activities targeted at families. The initiative will also offer youth fitness events in public spaces throughout the city.

Both initiatives are part of Camden Community Partnership’s ongoing Connect the Lots program, a collaboration with the City of Camden that brings people together to transform public spaces into vibrant hubs for community engagement. Each year, Connect the Lots organizes a variety of family-friendly events, including Camden Night Gardens, Movie Nights at the Park, Lunchtime Concert Series, and more—many of which are funded by The Horizon Foundation for New Jersey.

To successfully launch these health-focused initiatives, Camden Community Partnership will continue to work with a strong network of partners, including Better Tomorrows, Camden Coalition of Healthcare Providers, Camden County Health Department, Greater Philadelphia Bicycle Coalition, Heart of Camden, Virtua, and many others.

“We are truly excited and deeply thankful for the continued partnership and generous support from Horizon Blue Cross Blue Shield of New Jersey and The Horizon Foundation for New Jersey,” said Mark McDonough, Board Chair of Camden Community Partnership and President of New Jersey American Water. “This funding will not only empower us to help Camden residents live healthier lives, but it also opens doors for collaboration with local businesses and organizations that are committed to contributing to the city’s positive momentum. Together, we’re building a stronger, healthier Camden and creating lasting improvements that will benefit our community for years to come.”

“Horizon is pleased to support the important work done by Camden Community Partnership to engage the community with fun and healthy activities,” said Jonathan R. Pearson, Executive Director of The Horizon Foundation for New Jersey. “The health and fitness initiatives align with Horizon’s commitment to improve the health of the communities we serve by providing access to healthy lifestyle activities. The Horizon Foundation for New Jersey works across New Jersey with organizations who share our commitment to making New Jersey healthier.”

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**About Camden Community Partnership:**

Camden Community Partnership (CCP) was founded in 1984 as a private, non-profit corporation dedicated to planning and implementing high-quality urban redevelopment projects to revitalize the City of Camden. CCP’s initial focus was concentrated on the redevelopment of Camden’s downtown waterfront area – serving as the planner, promoter, and master developer of more than \$600 million of private and public investment at the Waterfront. Since then, CCP has expanded their mission to act as the umbrella organization to bring stakeholders together and implement a holistic approach to revitalizing Camden. With a residents-first approach at the core of what we do, CCP focuses on housing, public safety, infrastructure,

education, neighborhood initiatives, park and green space development, and facilitates the creation of employment opportunities. Strategic investments in these areas act as a catalyst for future growth and bring a renewed sense of pride in Camden as a vibrant place to live, work and play. Learn more: [CamdenCommunityPartnership.com](http://CamdenCommunityPartnership.com).

### **About The Horizon Foundation for New Jersey**

Horizon Blue Cross Blue Shield of New Jersey's philanthropic arm, The Horizon Foundation for New Jersey, is focused on making New Jersey healthier by supporting non-profit organizations that expand access to health care, remove barriers to good health and increase opportunities for *everyone* to achieve their best health, no matter who they are or where they live. Horizon Blue Cross Blue Shield of New Jersey and The Horizon Foundation for New Jersey are independent licensees of the Blue Cross and Blue Shield Association. For more information, please visit [HZNFoundation.org](http://HZNFoundation.org).

Photos with caption:



Camden youth taking part in the 2024 Family Fun & Fitness Day at the Rutgers-Camden Athletic Field.



Camden residents participating on the 2025 Family Healthy Cooking Challenge at the Camden Kroc Center.