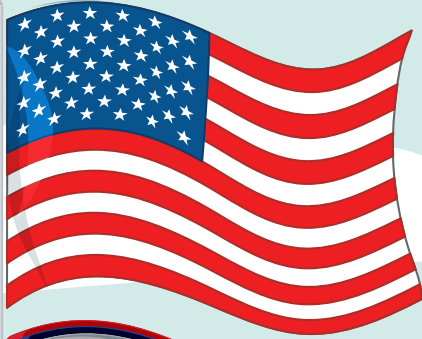


THE LINEUP

OCTOBER 2021



COMING UP



We are looking forward to our New Camper Event happening in November! Taking place at Boundless Adventures, get ready for some awesome ropes courses, yummy treats and a great time with your camp friends!

WINTER REUNION

NOW IN DECEMBER!

Save the Date: **December 11th**
@ LIFE: The Place to Be
Westchester, NY
10:30 am - 1:30 pm

We can't wait to see you there!



Bringing Back The Lineup

A year ago this month, our team decided there was a better way to communicate with our families in a fun but helpful way each month. "The Lineup" was born to be our monthly off-season newsletter to replace our bi-yearly one. We line up twice a day at camp where we share birthdays, important news and announcements. We hope our virtual one can do just the same! We are excited to bring you our second season of "The Lineup" as we count down to Summer 2022!

What Really is the #1 Social Candy?

As Halloween is coming up, we have decided to settle it once and for all - what really is the #1 Social Candy? We understand that some people love chocolate and some love sour but there are definitely some top choices at socials that we can all agree on. We decided to leave it up to the year round team to pick the best of the best. Do you agree? Check out Instagram to vote @equinunkblueridge

Stef



Halloween at CBR was a major success in Summer 2021-- I even joined the fun dressed as a hotdog for our annual parade! We had a great variety of candy for Halloween... most of which went very quickly. The one thing that was leftover and in abundance, was a collection of Atomic Fireballs that remained in HQ for the remainder of the summer. While it was clear that these cinnamon spice balls are not a camper favorite, they now get my vote for favorite candy. (Don't yuck my yum guys!)

Jordan



Back when I was growing up in the UK, Rolo's had a commercial centered around sharing your last Rolo with someone you appreciated or loved. That commercial took the country by storm and before you knew it, you felt an urge to refrain from eating your last Rolo and instead passing it on another as a kind gesture.

While it took me a while to get on board with this, the dreaded thought of having to give one of my chocolates away, I slowly started to appreciate the joy this last piece of chocolate could bring. The reason I love this canteen treat so much is not just because it tastes soooooo good, but every time I have one, it reminds me to share and appreciate someone around me.

Remember, next time you have one of these little chocolatey caramel delights, show some love and share that last Rolo! Rolo's rule.

Caralyne



Charleston Chew... who doesn't love a little nougat? While you might think that these delightful bars of goodness originated in Charleston, they were actually named for the fast-paced, freewheeling dance of the 1920s, the Charleston!! (I love this dance too!) Isn't it appropriate that a candy that gets stuck in your teeth and stays there for days, is named after a dance that's over 100 years old? Charleston Chew gets my vote... right after I give a call to my dentist!

Adam

I am doubling down on the Charleston Chew - vanilla with chocolate outside to be specific. Caralyne is spot on with the delight this long standing canteen favorite brings - and perhaps may be one of the longest standing candies on our list - I wonder if it was served in the CECBR Canteen back in 1925 when it was first created. While the stretchy and often messy nougat brings one layer of fun, nothing beats the C.C. when it's frozen. I remember in 1991 when Adam Carver first asked Donna, controller of candy and soda, to reach into the ice-cream freezer at the old Wagon Wheel Canteen to reveal the frozen confection. Stacked neatly next to the cantaloupe 'Froze-Fruit' (which was amazing by the way), there were these bricks of nougat and chocolate. And you had to crunch quickly because in no more than 5 minutes time, these crunchy mouth-cooling treats would defrost into a leathery band of nougat that was almost impossible to eat until it warmed to room temp. Thirty-one years later, Charleston Chew is not just my favorite canteen candy, but my favorite candy of all time.

Eric



nos-tal-gia
noun

a sentimental longing or wistful affection for the past, typically for a period or place with happy personal associations.

In recent marketing trends Nostalgia has become a key tool when trying to sell to consumers. This is because people will pay extra for something that reminds them of a happy memory. For me, this explains my love for the best social candy ever, Mike and Ike's. Mike and Ike's remind me of when I was younger and my Dad always gave me a quarter at seemingly any store for each of us to get a handful of Mike and Ike's from the candy dispenser. Whether it was after one of my games or just running errands, I have such a soft spot for Mike and Ike's. While I respect everyone's opinion on their favorite Social Candy, Mike and Ike's will always be my answer.

Jamie



Doesn't your mouth just water thinking about eating Sour Patch Watermelons? Mine does. These little chews have the perfect combination of sour and sweet, and before you know it they are gone. Originally invented in Ontario, Canada (even my flavor profile leans Canadian) these addictive chews are now some of the best selling candies in the USA! Did you know National Sour Patch Kids day is July 25th? Let's celebrate next summer!

