



PRESS RELEASE

Camden Health & Athletic Association Builds Early Momentum Following Relaunch; Supports Skills & Drills Clinic at the 2025 Camden Peace Games

For Immediate Release

Camden, NJ — The newly relaunched Camden Health & Athletic Association (CHAA) is already making a visible impact across the city, strengthening partnerships and expanding youth athletic opportunities from the very start of its renewed operations. Under the management of Camden Community Partnership and inspired by the philanthropic vision of George E. Norcross III, CHAA proudly served as a sponsor of the 2025 Annual Camden Peace Games Basketball Tournament, one of Camden’s signature summer events promoting unity, wellness, and positive youth engagement.

The Camden Health & Athletic Association played a vital role in this year’s Peace Games by supporting a high-quality Skills & Drills Basketball Clinic during the tournament, delivered in collaboration with WAR Room Basketball Training. Coaches provided young athletes with hands-on instruction in ball-handling, shooting mechanics, footwork, conditioning, and defensive fundamentals — helping youth build confidence, improve their skills, and gain positive mentorship in a structured environment.

“The relaunch of CHAA marks the beginning of a new chapter in youth sports in Camden,” said Dana L. Redd, President & CEO of Camden Community Partnership. “Supporting the Peace Games and helping deliver the Skills & Drills Clinic allowed CHAA to demonstrate early on that we are committed to creating pathways of opportunity for our young people. The Peace Games are a beloved Camden tradition — they bring communities together, inspire unity across neighborhoods, and highlight the immense talent of our youth.”

CHAA’s involvement aligns directly with the mission established by its founder, George E. Norcross III, whose philanthropic leadership and long-standing commitment to Camden’s young people laid the foundation for CHAA’s creation. His vision — that every child, in every neighborhood, should have access to safe, high-quality athletic and wellness opportunities — continues to guide CHAA’s strategy today.

“From the beginning, the Camden Health & Athletic Association was created to give every young person in Camden the chance to develop their talents, learn teamwork, and grow through sports,” said George E. Norcross III, Founder of CHAA and Chairman of Cooper University Health Care. “I am proud to see CHAA reenergized and supporting events like the Peace Games, which have become a powerful symbol of unity and aspiration in our city.”

The Peace Games — now drawing youth teams and families not only from Camden but from across the Delaware Valley region — have become one of the most anticipated community sporting events of the summer. For nearly a decade, P.A.R.K. CMD (Providing Alternative Resources for Kids) has played a central role as collaborator and organizer. Formed by a group of men who grew up in Camden and returned to invest in the next generation, P.A.R.K. CMD embodies the spirit of mentorship, responsibility, and hometown pride.

“These men are role models in every sense — successful in their own careers yet deeply committed to giving back to the city that shaped them,” said Redd.

Russ Cook, P.A.R.K. CMD Spokesperson, shared his reflections: “P.A.R.K. has been part of the Peace Games for nine years because we believe in Camden’s young people — their potential, their talent, and their future. We grew up here, this community poured into us, and now it’s our turn to pour back. Collaborating with CHAA this year strengthened the tournament and helped us create even more opportunities for kids to learn, compete, and grow. When we work together, we show our youth what unity and leadership truly look like.”

This year’s Peace Games were made possible through the generous support and collaboration of the following partners: City of Camden, County of Camden, Camden County Police Department, NJ American Water, NFI Industries, The Michaels Organization, Philadelphia 76ers, Rutgers University-Camden, ResinTech, Inc., ActionPak, CAMcare Health Corporation, Volunteers of America Delaware Valley, EMR, Reworld, Seaside Waste Services, Connect the Lots-Camden, P.A.R.K. (Providing Alternative Resources for Kids), and CHAA.

Mayor Victor G. Carstarphen celebrated CHAA’s involvement and the Peace Games’ regional influence: “The Camden Peace Games showcase the very best of Camden — our talent, our resilience, and our commitment to providing positive, uplifting experiences for our youth. CHAA’s sponsorship this year helped enhance the tournament experience and reflects Camden’s shared commitment to creating safe, healthy, and inspiring spaces for young people.”

CHAA’s Athletic Executive Director, Glen Jackson, emphasized the impact of their collaboration: “Partnering with WAR Room Basketball Training during the Peace Games allowed us to bring top-quality instruction right to the heart of one of Camden’s biggest youth sports events. The energy, enthusiasm, and talent on the courts showed exactly why investing in youth sports matters.”

CHAA’s presence at the 2025 Camden Peace Games reflects its renewed mission to: expand year-round youth sports access, strengthen coaching and leadership development, integrate health and wellness into athletic programming, and support safe, structured, and enriching opportunities for youth across Camden.

With new initiatives underway — including clinics, family engagement events, and expanded community partnerships — CHAA is rapidly establishing itself as a growing force in Camden’s youth sports ecosystem.

###

About the Camden Health & Athletic Association (CHAA)

Founded by George E. Norcross III, CHAA is dedicated to expanding youth sports access, promoting health and wellness, supporting coaching and leadership development, and fostering safe, vibrant opportunities for young people across Camden. Managed by Camden Community Partnership, CHAA provides year-round programming focused on athletic skill-building, mentorship, community engagement, and holistic youth development.

###