



brandywine
launchbox¹
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PennState
Brandywine

LAUNCH CAMP



AGES 11-14

5 WEEKS | JUNE 15 – JULY 17 | 8:30 AM – 12:30 PM

This is a 5-week, 5-day-a-week lesson plan designed to teach middle school students how to create and launch their own T-shirt line. By the end of this program, students will have **designed a mini collection, developed a brand identity, and created a basic launch and marketing plan.**

AGES 15-18

3 WEEKS | JUNE 15 – JULY 3 | 1 PM – 5 PM

This is a 3-week, 5-day-a-week lesson plan designed to teach high school students how to create and launch their own T-shirt line. By the end of this program, students will have **designed a mini collection, developed a brand identity, and created a basic launch and marketing plan.**

THIS PROGRAM IS MADE POSSIBLE THROUGH A GRANT PROVIDED BY MERIDIAN FUND AND HALLIDAY PROPERTIES YOUTH PROGRAMS GRANT



SCHOLARSHIP BASED PROGRAM | HOSTED AT PENN STATE BRANDYWINE | LIMITED SPOTS AVAILABLE

FOR MORE INFORMATION, CONTACT: **TONY MATTEI, BRANDYWINE LAUNCHBOX**
BWLAUNCHBOX@PSU.EDU

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