

Camp Alabama
1122 Deer Parkway
Landers, Alabama 12345

July 2, 20XX

Dear Parents,

Today, a bus accident occurred on the way to camp. We have contacted the parents of campers who were involved. All campers and counselors on board were evaluated by our medical staff, with no injuries detected. (or: We know that there have been injuries, and...). Our driver was following all federal, state, and camp safety protocols and was not at fault.

As you know, nothing is more important to us than the safety of our campers, and we regret that our campers had to experience this incident. Fortunately, we had a plan in place to respond to this type of emergency, and our staff followed it to the letter. We are confident that everyone on board is okay.

Camp Alabama has a risk-management team in place to promote safety and to ensure appropriate communication and thorough cooperation with authorities. Eleven million children and adults attend camp each year, and we know traffic accidents such as this are a rare occurrence. Still, we take this incident very seriously, and we are redoubling our efforts to make certain that our campers are as safe as possible. To that end, we are partnering with local agencies, working with our staff, and connecting with other resources to preclude similar situations from taking place again.

(If you are updating any safety procedures, detail them here.)

(Include a "silver lining" paragraph, such as the following.)

Camp Alabama operates in accordance with the guidelines and standards of the American Camp Association, which places the highest value on safety. All campers on board were wearing seatbelts, and the driver passed rigorous assessments and completed training in order to be prepared for such an emergency. As you know from your own experience, no matter how well a driver is trained, accidents do occur. We applaud the driver of our vehicle for driving defensively, for adhering to the safety plan, and for ensuring that our campers were safe.

As always, please feel free to contact us with any additional questions, at 111-222-3333.

Sincerely,

[Name]
Director of Camp Alabama