

Camp Rock

Swimming, boating and hiking are all firmly established as summer camp traditions, but Trevanna Entertainment's Carl Freed is looking to add rock concert to the list with the Camplified tour.

Camplified, which brings up-and-coming pop stars to camps full of impressionable young fans, just wrapped its second season, and the concept seems to be catching on with camp directors and campers alike.

Several recent performers have seen their stock rise significantly following the tour. Fefe Dobson opened for Justin Timberlake after her Camplified jaunt, and Skye Sweetnam scored an opening slot for Britney Spears.

The project got rolling in the fall of 2002, when Freed was senior VP of business development at Metropolitan Entertainment. Aimee Berger of [2 Generations](#) brought him the concept, and he was instantly hooked.

"I thought it was a spectacular idea," Freed told *Pollstar*. "Ultimately, I thought it was so spectacular that I left Metropolitan and that was one of the projects that I brought with me."

Having worked with pop bands for most of his career, Freed saw a golden opportunity for promotion.

"It's very difficult to break [pop bands] traditionally, because kids can't go to clubs. And any band out on the road, their first tour is usually in a club," he said.

Mall tours have become an increasingly popular way to reach young audiences, and Freed saw Camplified as the next step.

"The camp tour offered something that the mall tour can't – a captured audience," he said.

In addition to a guaranteed packed house, the concerts offer artists an opportunity to get to know their fans by taking part in the camping experience, which ensures that those fans will remember them when they go back home.

"Part of the whole process is letting [the artists] know you're going to be meeting every camper that you play for and that you're going to be spending time doing picture signings and autographs and really letting these kids have an up-front and personal experience," Freed said.

Organizers are looking forward to expanding the event significantly next summer. The eight-week camp season precludes a lengthy tour, however, so they plan to opt for two or three packages playing different camps.

Freed said the project, which has been mostly confined to the eastern U.S., will head south to the Carolinas next year and possibly west to Michigan and Wisconsin.