



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

TO: ALL LOCAL NEWSPAPERS
FROM: Nichelle K. Norris
RE: 2012 Strong Kids Campaign
DATE: January 30, 2012

FOR IMMEDIATE RELEASE

2012 STRONG KIDS CAMPAIGN

SUCH A PART OF OUR COMMUNITY - The Meadowlands Area YMCA is set to kick off their annual fundraising campaign on March 11, 2012. From March 11th through mid-September, the 7 month long fundraiser, "YMCA Strong Kids Campaign," hopes to raise \$110,000 that will go directly towards making local YMCA programs and memberships available to those in financial need and to enhance YMCA youth and adult programs. This year's co-chairs, Dr. Ron Milon and Ron Simoncini, are looking forward to starting the campaign on a strong and positive note.

The Meadowlands Area YMCA has been providing vital programs and services to our communities and its neighbors for over 92 years. Last year, the Meadowlands Area YMCA served over 9,500 youth, adults and seniors through a wide variety of programs that are designed to make a positive difference in their lives.

"Donations from residents and businesses help keep the Y available for kids and families who need us most," says Jane A. Egan, CEO of the Meadowlands Area YMCA. "We count on the generosity of the community to help people of all ages and from all walks of life to be more healthy, confident, connected and secure. When you give to the Y, your gift will have a meaningful, enduring impact right in your own neighborhood."

The Strong Kids Campaign allows individuals, families, seniors and children the opportunity to be a part of YMCA programs and receive membership benefits even if experiencing financial hardship.

100% of your donation goes directly back to your community in the following ways:

- Financial Assistance – provided in the form of scholarship and financial aid for families, adults and seniors in need.
- Program Subsidies – Supporting important programs and services such as seniors, individuals with special needs and programs for the disabled.
- Community Outreach – The Y's Healthy Kid's Program aimed at fighting childhood obesity through our Funky Fitness Program; Starfish Program; active older adult exercises and Family Fall Festival.

"The Y's core belief is that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors," says Egan. "The Y is committed to the cause. Every day, we make sure that everyone, regardless of age, income or background has the opportunity to learn, grow and thrive at the Y."

To find out how to make a donation, contact the YMCA Administrative office: Joe Min, Director of Development, 201-955-5300, ext. 31, jmin@meadowlandsymca.org. Donations are also accepted online at www.YMCAinfo.org and click on Donate in the upper right corner.

Meadowlands Area YMCA

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