



YMCA

We build strong kids,
strong families, strong communities.

YMCA HEALTHY KIDS DAY 2008 PRESS RELEASE

FOR IMMEDIATE RELEASE:

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SALEM FAMILY YMCA INVITES FAMILIES TO “PUT PLAY IN YOUR DAY” AND BRING HEALTHY HABITS HOME DURING THE NATION’S LARGEST HEALTH DAY FOR CHILDREN AND FAMILIES

*New HEALTHY FAMILY HOME™ Resources Introduced at YMCA Healthy Kids® Day
Saturday, April 19th*

Salem, Oregon, April 9, 2008 – The Salem Family YMCA will join more than 1,700 YMCAs nationwide at the 17th annual YMCA Healthy Kids Day Saturday, April 19th. An opportunity for kids and families to “Put Play in Their Day,” this special event uses free, fun, engaging and creative activities to encourage children and families to adopt behaviors that support a healthy lifestyle. **New this year**, YMCA Healthy Kids Day also marks the launch of new HEALTHY FAMILY HOME™ resources made possible by Eli Lilly and Company. “Starter Kits”, providing practical tools for children and parents to work together to embrace healthy habits at home (while supplies last).

YMCA Healthy Kids Day and Healthy Family Home™ exemplify Activate America®, the YMCA’s response to our nation’s growing health crisis. The YMCA is redefining itself and engaging communities across the country to better support Americans of all ages who are struggling to achieve and maintain well-being in spirit, mind and body.

Throughout its nearly 160-year history as a volunteer and charitable organization, the YMCA has continually evolved to meet the changing needs of the communities and individuals it serves. Today a new set of issues is calling the YMCA to act:

- Our nation’s lifestyle health choices are contributing to increased rates of disease and reduced quality of life.
- Families are finding it difficult to balance their work, family and civic life.
- Youth, regardless of family income, are not receiving the support they need to develop positive skills and values that can guide them throughout their life.

“The challenge is that many families see healthy living as an all-or-nothing proposition. Through this lens, achieving a healthier lifestyle can seem overwhelming or out of reach,” said Karma Krause, Membership and Marketing Director for the Salem Family YMCA. “YMCA Healthy Kids Day shows families and kids that making healthy choices can be easy and fun. And through the Healthy Family Home™ resources, families will have take-home tools to help them evaluate how they play, eat and connect together as a family.”

The YMCA and Eli Lilly and Company have partnered to create Healthy Family Home™ because it leverages two of the most powerful forces affecting health and well-being: the family home and proven impact of small, sustained changes. Free Healthy Family Home™ “Starter Kits” will be distributed to families who participate in YMCA Healthy Kids Day (while supplies last) on April 19th.

YMCA Healthy Kids Day will feature activities, demonstrations and displays from community organizations and services. The event will be held downtown at the Salem Family YMCA at 685 Court Street NE. Kids and grown-ups will enjoy:

- Salem Fire Department trucks on display.
- Wii and Dance Dance Revolution interactive games.
- Demonstrations and or displays from Santiam Cycle, Exit Real World, Costco, Joe’s Sports, Salem-Keizer Volcanoes, Cascade Surge.
- Interactive programs from Salem Budokai Martial Arts, YMCA Gymnastics, Dance, and Camps.
- Samples and information about healthy food choices from Organic Fresh Fingers, Jamba Juice, and Sodexo.
- Last chance for early bird registration discount for the Awesome 3000.
- Character mascots Crater from the Salem-Keizer Volcanoes, Sammy Surge from the Cascade Surge, Banana Man from Jamba Juice, and Geo from the Awesome 3000.
- Activities like hopscotch, parachute games, baseball pitching, bean bag bowling, and a bouncy house!
- Drawings for gift certificates from YMCA Youth Sports, Membership, and Camps.
- Meet Olympic Athlete Dave Johnson and learn about the importance of being a Healthy Kid!

YMCA Healthy Kids Day is supported by the American Diabetes Association, American Heart Association, American Public Health Association, American Cancer Society, Centers for Disease Control and Prevention, and the National Association of Chronic Disease Directors. Locally, the event is generously sponsored by Salem Hospital, who will offer information about resources for children’s health.

Nationally YMCA Healthy Kids Day is sponsored by companies dedicated to improving the health and wellness of American kids and families, including the Disney Channel, Eli Lilly and Company, Northwestern Mutual Foundation and Tropicana.

For more information about YMCA Healthy Kids Day, call The Salem Family YMCA at (503) 581-9622.

The YMCA: A Long-Standing Commitment to Health of Spirit, Mind and Body

YMCA of the USA is the national resource office for the nation’s 2,663 YMCAs, which serve nearly 20.2 million people each year, including 9.4 million children under the age of 18. Through a variety of programs and services focused on the holistic development of children and youth, family strengthening and health and well-being for all, YMCAs unite men, women and children of all ages, faiths, backgrounds, abilities and income levels. From urban areas to small towns, YMCAs have proudly served America’s communities for nearly 160 years by building healthy spirit, mind and body for all.

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