

For Immediate Release  
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**17 Branches of YMCA Gearing Up To Raise More Than \$1 Million  
To Give Local Children Environments Rich In Character Values,  
Adults Opportunities For Personal Growth, And  
Families Quality Affordable Time Together**

March, 2010 -- Hundreds of volunteers and thousands more whose lives have been enriched by their local YMCA are in pursuit of an ambitious goal. Their mission? To raise more than \$1 million before March 31 to ensure the YMCA can continue its vision of never turning anyway away from opportunities to grow in spirit, mind and body.

Every day in just about every Greater Cincinnati and Northern Kentucky neighborhood lives are empowered, families are spending affordable quality time together, parents are being healthy role models for their children, and children are growing in positive ways because of their neighborhood YMCA.

The success for this year's **EveryONE Deserves a Y** Annual Campaign has never been more important as the difficult economic times are burdening families with increased stress and heightened need for focusing on well being. For many, these opportunities simply wouldn't be possible without the YMCA's Membership For All sliding scale fee making opportunities affordable for everyone.

Last year alone 27,000 people participated in YMCA memberships, summer camps, sports, swim lessons, classes and programs with financial assistance from the YMCA totaling more than \$3.6 million. Forty-one percent (41%) of kids learned positive character values, gained confidence, and made new friends by participating in YMCA sports, swim lessons, structured afterschool, nurturing child care and camp at reduced rates.

"The YMCA is a place where people of all ages and backgrounds come to grow as individuals and families. EveryONE Deserves a Y success is critical to ensuring the YMCA can continue meeting the needs of the community," said George White, YMCA of Greater Cincinnati board member and annual campaign co-chair and President of Up With Paper.

To learn more or make a donation, please call 513-362-YMCA or visit [www.myy.org](http://www.myy.org).

As the area's largest youth and family-focused not-for-profit, the YMCA reinforces character values through assets-based programs and services to more than 143,000 individuals, kids and families annually. Adult mentors encourage young people to be caring, responsible, respectful,

and honest through sports, summer camps, structured child and afterschool care, and leadership building programs. Branches offer quality time for families, resources for parents, and a variety of opportunities for seniors to be active. The Membership for All sliding scale fee structure means everyone, no matter their ability to pay, can always benefit from the YMCA.

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