

For Immediate Release
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**Greater Cincinnati & Northern Kentucky YMCAs
Join More Than 1500 Branches Nationwide
Offering FREE Wellness Fairs April 17**

March, 2010 -- YMCAs throughout Greater Cincinnati and Northern Kentucky invite families to put Play in their Day and learn about important health and safety information at neighborhood YMCA Healthy Kids Day celebrations. The FREE April 17 event will run 10 a.m. to Noon at area YMCA branches.

Fire and police departments, doctors and hospitals, and community resources will be represented with educational materials, information and demonstrations on leading healthy lifestyles. Many YMCAs will also have demonstrations, games, exercises and healthy snacks.

"The YMCA is committed to encouraging healthier lifestyles. Our Healthy Kids Day is part of our ongoing effort to making wellness and safety fun and positive, to create an environment where children and families will grow in positive ways," said Dana Ensley, Clippard Family YMCA associate executive director and YMCA of Greater Cincinnati Wellness Task Team co-chair.

YMCA Healthy Kids Day will be celebrated across the country at more than 1,500 YMCAs. It's part of the YMCA's national Activate America initiative that encourages people of all ages to lead healthy lifestyles. Last year more than 700,000 adults and children participated in the free activities of YMCA Healthy Kids Day.

To learn more about what individual neighborhood YMCA branches are doing for Healthy Kids Day, the public is invited to stop by or call them. Information will also be available at www.myy.org.

For the one day, the YMCA will waive the entire initiation fee for all new members who enroll on Saturday, April 17.

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 151,000 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. Last year alone nearly 20,000 families and individuals enjoyed healthier and happier lives because generous partners helped the YMCA in its vision to be accessible to all.

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For more information on physical activity:

<http://www.cdc.gov/physicalactivity/everyone/guidelines/children.html>

Importance of Play on Childhood development:

<http://www.aap.org/pressroom/playFINAL.pdf>

Why Should Kids Exercise?

1. Exercise helps build strong muscles, bones and joints.
2. Exercise helps build self-confidence and interpersonal skills, especially for kids who play in team sports.
3. Exercise improves motor coordination.
4. Active kids show less anxiety and are happier overall.
5. Exercise can enhance academic performance.
6. Exercise helps kids maintain healthy body weight.
7. Kids who exercise are more likely to continue good habits through adulthood, and that can mean the prevention or delay of the onset of heart disease, diabetes, obesity and hypertension.

YMCA Healthy Family Home

This is a site to help jumpstart healthy habits that will lead to a healthier way of living.

<http://www.ymca.net/healthyfamilyhome/welcome.html>