



MEDIA ADVISORY

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YMCA LAUNCHES FIRST STRONG KIDS CAMPAIGN WITH COMMUNITY PARTNERS AND A FREE, FAMILY EVENT

HOWELL, Mich. April 29, 2008—The Livingston County Family YMCA announced today their first annual Strong Kids Campaign. The annual fundraising drive generates dollars to provide **financial assistance** to Livingston County YMCA program participants.

The 2008 Strong Kids Campaign is a ‘matching gift campaign.’ The Livingston County Family YMCA is partnering with **Citizens Insurance, and Asahi Kasei Plastics North America** Each partner organization has pledged a minimum amount and to **match up to \$7,500 in community pledges**.

The **2008 YMCA Strong Kids Campaign Chair is Rick Currie**, Director of Human Resources at Asahi Kasai Plastics North America in Fowlerville. The Strong Kids Campaign Committee consists of Livingston County residents and YMCA Board members. “This is a tremendous opportunity to



help our Livingston County neighbors participate in YMCA Summer Camps and youth sports programs,” said **Tom Schumm**, Financial Planner at AmeriPrise Financial and **Livingston County Family YMCA Board Chair**. **“Times are tough, but that is where the YMCA has a long history of stepping in to help families through the generosity of donors.”**

Our goal is to raise a minimum of **\$10,000 to provide financial assistance for families in Livingston County** so that their sons and daughters can go to YMCA’s Summer Day Camp or participate in other YMCA youth programs.

How can you help send kids to camp or participate in youth programs? We are challenging Livingston County residents to donate and take advantage of the Partner Match. **Every donation will be matched so a \$50 donation results in \$100 to help kids in Livingston County.** Call the Livingston County Family YMCA at 517-540-2325 for a pledge form or visit the YMCA website at www.ymcadetroit.org click on **Support the Y** to complete an online pledge form, select **Strong Kids and Livingston County**.

This year’s Strong Kids Campaign kicked off Saturday, **April 12** with the **YMCA Healthy Kids Day**. The **free, family event** focused on helping families develop healthy lifestyle habits together. A variety of activities including mini-seminars, arts and crafts, sports sampling, and family games about nutrition were offered at Cleary University.



“Let’s face it, as parents we can always use ideas to help our kids be healthy,” said Rick Currie. “I’ve seen it in my own kids; when they are physically active and we limit the junk food they are happier and better behaved. Shouldn’t every child have the chance to learn healthy habits for life?”

Livingston County Family YMCA Executive Director, Dawn Palmer-Van Camp, also stresses the importance of building these habits early in life, “The YMCA’s mission of building healthy spirit, mind, and body for all means we need to help kids build these important life skills. **Donations to the 2008 Strong Kids Campaign ensure that every child and family has the opportunity to participate in YMCA programs.**”

The Livingston County Family YMCA office is at 645 W. Grand River Ave., Suite GR106, Howell, MI 48843, (517) 540-2325, or Livingstonymca@ymcametrodetroit.org.

The YMCA of Metropolitan Detroit is a volunteer-founded and led organization operating across Wayne, Oakland, Macomb and Livingston counties. Founded in 1852, the Detroit YMCA builds strong kids, strong families and strong communities through 15 YMCA branches, two residential camps and the YMCA Service Learning Academy charter school in Detroit. Our volunteers raise some \$1.5 million dollars annually for program subsidies that help ensure participation for all that wish to build healthy spirit, mind and body. For more information, visit www.ymcadetroit.org or call 313-267-5300.

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