



YMCA

We build strong kids,
strong families, strong communities.

FOR IMMEDIATE RELEASE

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**THE YMCA OF PHILADELPHIA & VICINITY INVITES FAMILIES TO
“PUT PLAY IN YOUR DAY” AND BRING HEALTHY HABITS HOME DURING
THE NATION’S LARGEST HEALTH DAY FOR CHILDREN AND FAMILIES**

A day of fun at YMCA of Philadelphia & Vicinity Branches Healthy Kids® Day Saturday, April 17th, 2010

Philadelphia –April 7, 2010 -- **The YMCA of Philadelphia & Vicinity will join more than 1,750 YMCA’s nationwide in celebrating the 18th annual YMCA Healthy Kids Day on Saturday, April 17th, 2010.** Healthy Kids Day is an opportunity for children and families to put “Play In Their Day” by engaging in activities that encourage families to adopt behaviors that support healthy lifestyles. The day is devoted entirely to family exercise and healthy eating. **The event is free and open to the community.**

Healthy Kids Day will be held from 10am – 2pm at the all YMCA of Philadelphia & Vicinity branch locations. Some adult activities offered include Zumba and spinning demonstrations, while the kids will be enjoy a moon bounce, face painting, obstacle courses, a duck pond and potato sack races. Children will also be entertained by special characters Spider Man and Dora the Explorer. Numerous vendors including Whole Foods, Abington Memorial Hospital, Main Line Cycles, Police Athletic League, Qdoba Mexican Grill, Abington Fire Company and the Pennsylvania Liquor Control Board will be some of the partners collaborating with area YMCAs for Healthy Kids Day to help distribute information on healthy lifestyle choices.

“The challenge is that many families want to make healthy lifestyle choices but don’t have the time or knowledge of how to make it work. They then see exercising, eating right, and making other healthy choices as burdens rather than benefits,” said John Flynn, President and CEO of the YMCA of Philadelphia & Vicinity. “YMCA Healthy Kids Day shows families and kids that making healthy choices can be easy, fun and accessible for the whole family.”

YMCA Healthy Kids Day is a reminder to all Americans that they too can be part of the solution in their community- strengthening bonds, building positive values and improving the health and well-being of their families.

The YMCA of Philadelphia & Vicinity serves more than 52,000 members and 140,000 individuals a year through ten branch locations and 55 program sites in Philadelphia, Montgomery and Delaware counties. The YMCA’s good work in so many different communities would not be possible without the help of dedicated individuals within those communities. Throughout the Y, an emphasis is placed on building character through the values of caring, honesty, respect and responsibility.