



YMCA

We build strong kids,  
strong families, strong communities.

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JIMMY ROLLINS TO SERVE AS HONORARY CHAIR OF THE YMCA OF  
PHILADELPHIA & VICINITY'S 2009 STRONG KIDS CAMPAIGN

PHILADELPHIA – December 2008 – December 19, 2008 – World Champion Philadelphia Phillies Shortstop Jimmy Rollins will serve as Honorary Chair of the YMCA of Philadelphia & Vicinity's 2009 Strong Kids Campaign, supporting its goal of raising \$2 million in annual support.

The Strong Kids Campaign is the Philadelphia YMCA Association's primary means of annual operating support for its ongoing mission to serve "strong kids, strong families, and strong communities." This year's \$2 million goal would set a record to meet the growing needs of Philadelphia area families. The funds provide financial assistance and scholarships for kids and families to have access to the YMCA's quality programs such as Camps, Day Care, After-school Care, Special Needs, Aquatics, and much more. Last year over \$2.1 million was provided for financial assistance and scholarship, allowing over 500 individuals to enjoy the same benefits as those from more fortunate circumstances.

"I am proud to support the YMCA in making our community a great place for kids", said Mr. Rollins. "This is an outstanding program to help develop and nurture Philadelphia's children, and maybe a future player or two for the Phillies."

The announcement comes as the YMCA of Philadelphia & Vicinity is preparing for its campaign kickoff event on January 7<sup>th</sup> at Citizens Bank Park, hosted by the Philadelphia Phillies and Senior Vice President and General Manager, Ruben Amaro, Jr. Mr. Amaro has served as a member of the of the YMCA's Board of Directors for the past five years.

"Jimmy Rollins is not only an outstanding player and leader on the field, he is a very fine young man who gives back to the Philadelphia community off the field," said Mr. Amaro. "I am delighted he has chosen to support the Philadelphia YMCA."

The Strong Kids 2009 Campaign will run through March 31 to support all 12 branches and program sites in Philadelphia and the nearby Pennsylvania suburbs in Montgomery and Delaware Counties.

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