



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR IMMEDIATE RELEASE

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A Gift to the Y Helps Strengthen Community

Princeton Family YMCA launches its Strong Kids Annual Campaign

Princeton, January 2011 The Princeton Family YMCA is launching its Strong Kids Annual Campaign to financially support individuals and families in need, so that they can participate in YMCA programs and services. Funds raised directly support the Y's cause of strengthening communities by nurturing the potential of every youth and teen, improving the nation's health and well-being and providing opportunities to give back and support neighbors.

As families and communities struggle to do more with less, the Y is working to fill the gaps. The Y works in tandem with schools, government agencies, health care providers, libraries and more. The Y is in the community, providing services and programs that promote youth development, healthy living and social responsibility.

Providing financial support is critical to the Y's goal of ensuring that everyone has access to programs and services that support their individual health and well-being.

"At the Princeton Family YMCA, we count on the generosity of our donors and volunteers to make a meaningful impact on our community," said Kate Bech, CEO at the Princeton Family YMCA. "We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors."

Gifts to the Princeton Family YMCA make a direct impact to the community. Last year, financial support made it possible for 44 kids to have a safe place to learn and build confidence with preschool and after school program opportunities, 191 families to reconnect and grow together with access to programs and services and for 50 children to discover themselves and develop interpersonal skills while making lasting friendships and memories in summer day camp.

An active lifestyle promotes good health for people of any age. From infant swim lessons to wellness programs for seniors, the Y is helping people to become stronger in spirit, mind and body.

But many families cannot afford to give their children these opportunities. "Many adults have lost their jobs and can't afford the cost of membership" said Natasha Schiller, Membership and Marketing Director for the Princeton Family YMCA. "We can help, but we can't do it without the community's support. We hope that not only our members join us at our Strong Kids Campaign kick-off on Wednesday evening, but anyone who wishes to make a difference in the Princeton community", said Schiller.

To learn more about the event or how to support the Strong Kids Annual Campaign, please contact Denise Soto, Development and Communications Director at 609-497-9622 or dsoto@princetonymca.org, or visit www.princetonymca.org for more information.

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The Princeton Family YMCA is a charitable, cause-driven organization dedicated to youth development, healthy living and social responsibility. For more information about YMCA programs visit princetonymca.org or call 609-497-9622



The Strong Kids Annual Campaign kick-off event will take place on Wednesday, January 26 at 7:00pm and will feature John Crowley as the guest speaker. Mr. Crowley presently serves as the Chairman and CEO of Amicus. Crowley's involvement with biotechnology stems from the 1998 diagnosis of two of his children with Pompe disease - a devastating neuromuscular disorder. The Crowley family's journey to save their children was the inspiration for the 2010 major motion picture, "Extraordinary Measures", starring Harrison Ford and Brendan Fraser.