



FOR IMMEDIATE RELEASE

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## **It's a Play Date: YMCA's Healthy Kids® Day Aims to Get Families Moving Through Play**

*Princeton, April 5* – On Saturday, April 16, the Princeton Family YMCA is encouraging all kids and parents in and around Princeton to come to the Y for a play date and commit to being active every day. It's all part of the YMCA's Healthy Kids Day™ – the nation's largest health day for families. The free event will take place on the Y field on Paul Robeson Place from 1:00pm to 3:30pm and feature activities such as arts and crafts, nutrition demonstrations and field games.

As a leading nonprofit strengthening community through healthy living, the Y holds Healthy Kids Day to teach healthy habits to kids and inspire a lifetime love of physical activity. At a time when one in three children in the United States are overweight or obese (according to the Centers for Disease Control and Prevention), developing healthier habits that include increased physical activity is more important *than ever*.

"At the Princeton Family YMCA, we know that parents struggle to find the time to incorporate more active play and healthier habits into their kids' daily routine," says Paul Zeger, Youth and Family Director for the Princeton Family YMCA. "Doing so doesn't have to require extra money or resources. It's as simple as making a play date with your kids, with two key requirements – be active and have fun!"

As part of Healthy Kids Day, the Y encourages families to make play dates everyday as a simple way to become healthier, more active and connected. The Princeton Family YMCA recommends five simple activities families can do to play together:

- 1. Schedule a Game Night:** Play games with the kids that incorporate physical activity, such as Charades.
- 2. Dance, Dance:** Turn on your favorite party music and dance! Make this activity more fun with a dance contest.
- 3. Go Riding:** Find a new bike path or park for a fun afternoon outdoors; grab your helmets and go rollerblading or bike riding.
- 4. Channel Your Inner Youth:** Remember playing hopscotch, jump rope, Simon Says or freeze tag as a kid? Teach your favorite childhood game to your kid(s) and play them together.
- 5. Play Outside:** Visit your neighborhood park or camp out in your backyard for some outdoor fun. Get everyone moving with fun sports like soccer, basketball or baseball.

Healthy Kids Day will be celebrated at nearly 1,600 Ys across the country, with more than 700,000 families expected to attend this year.

This year, the Princeton Family YMCA's Healthy Kids Day has transformed into Healthy Kids Weekend featuring Dinner with the Easter Bunny on Friday, April 15, and the 3<sup>rd</sup> Annual Strong Kids Triathlon taking place on Sunday, April 17, for children ages three to 12. The American Red Cross will also be holding a blood drive on Sunday, April 17<sup>th</sup> at the Princeton Family YMCA facility located on Paul Robeson Place, from 9:00am to 3:00pm.

The Princeton Family YMCA is proud to host representatives from Colgate, HiTops, the Philadelphia 76ers, the US Rowing Team, YWCA Princeton, YMCA Camp Mason, NJ FamilyCare and the American Diabetes Association who will be providing information, giveaways and fun activities for attending families.

Nationally, Healthy Kids Day is supported by the Dodge brand, PepsiCo and Sam's Club.

For more information, contact Paul Zeger at 609-497-9622 x212 or to register for Dinner with the Easter Bunny, the Strong Kids Triathlon or the American Red Cross blood drive, visit [princetonymca.org](http://princetonymca.org).

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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](http://princetonymca.org) or call 609-497-9622