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### LIVESTRONG°

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# Princeton Family YMCA Selected to Offer *LIVESTRONG®* at the YMCA, a Physical Activity and Well-Being Initiative for Cancer Survivors

Initiative is designed to improve quality of life for cancer survivors and their families

Princeton, NJ - The Princeton Family YMCA has been selected to offer LIVESTRONG at the YMCA, a physical activity and well-being initiative that helps people affected by cancer reach their holistic health goals.

LIVESTRONG at the YMCA is part of a multi-year collaboration between YMCA of the USA, the national resource office of the Y, and LIVESTRONG. LIVESTRONG is the brand of the Lance Armstrong Foundation, created in 1997 by the cancer survivor and champion cyclist to serve people living with cancer and empower communities to take action. Launched in 2008, LIVESTRONG at the YMCA is designed to improve the health and day-to-day quality of life for the country's growing population of cancer survivors and their families by bringing customized, research-based health and well-being programs into communities across the country. To date, approximately 5,000 cancer survivors have participated in the program nationwide.

"Research shows exercise is the simplest way for cancer survivors to reduce fatigue, improve their mood and bounce back from the debilitating effects of cancer treatment more quickly," said Andy Miller, LIVE**STRONG** Executive Vice President. "But there weren't enough programs to help people affected by cancer reach their health and well-being goals, so LIVE**STRONG** and YMCA of the USA joined forces to create *LIVESTRONG* at the YMCA. The Y is the perfect collaborator because of its national reach, commitment to meeting the needs of all community members and history of program innovation in support of health and wellness."

As a *LIVE***STRONG** at the *YMCA* participant, the Princeton Family YMCA engages cancer survivors through an approach that focuses on the whole person. Participants work with trained Y staff to build muscle mass and strength, increase flexibility and endurance and improve functional ability. In addition to physical benefits, the program is also focused on the emotional well-being of survivors and their families by providing a supportive community environment where people affected by cancer can connect during treatment and beyond.

"Cancer is life-changing. How strong a person feels in spirit, mind and body can directly impact how he or she lives through and beyond treatment," said Kate Bech, Princeton Family YMCA CEO. "At the Y, we work to give all people the opportunity to meet their health and wellness goals and are delighted to collaborate with LIVE**STRONG** to offer those who have been diagnosed with cancer the support they need to build both emotional and physical strength."

Currently *LIVESTRONG* at the *YMCA* is offered at 61 Y associations around the country, with plans to reach 16-20 additional Y associations by the end of this year as a next step to broader, national dissemination.

For more information contact Denise Soto, Development and Communications Director at 609-497-9622 x209 or via email at <a href="mailto:dsoto@princetonymca.org">dsoto@princetonymca.org</a>.

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### About LIVESTRONG/Lance Armstrong Foundation

LIVE**STRONG** serves people affected by cancer and empowers them to take action against the world's leading cause of death. Created as the Lance Armstrong Foundation in 1997 by cancer survivor and champion cyclist Lance Armstrong, the organization is now known publicly by its powerful brand -- LIVE**STRONG** -- and is a leader in the global movement on behalf of 28 million people around the world living with cancer today. Known for its iconic yellow wristband, LIVE**STRONG** has become a symbol of hope and inspiration to people affected by cancer around the world. Since its inception, the organization has raised more than \$400 million for the fight against cancer. For more information, visit <a href="https://www.LIVESTRONG.org">www.LIVESTRONG.org</a>.

### About the Princeton Family YMCA

The Princeton Family YMCA is part of a powerful association of men, women, and children of all ages and from all walks of life joined together by a shared passion: to strengthen the foundations of community.

With a commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility, the YMCA ensures that every individual have access to the essentials needed to learn, grow, and thrive. Anchored in more than 10,000 neighborhoods around the country, the YMCA has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.