

## **The Princeton Family YMCA Takes Away the Excuses for 2009!**

Princeton, December 23 – The New Year brings with it a fresh start – and that goes for the Princeton Family YMCA too. The organization is pleased to introduce two new ways to join the YMCA: the *Membership for All* program and the *Pay the Day* campaign. It's an ideal time for people to kick start their New Year's resolutions and get healthy in 2009.

*Membership for All* is exactly what it suggests. It is a way to ensure that everyone, regardless of financial circumstances, can have access to the YMCA. Individuals faced with economic hardship can join the YMCA with help from a sliding scale rate structure based on gross annual household income. "The YMCA is for everyone, and the *Membership for All* program helps people find the right price for their budget to lead a healthier and happier lifestyle. This is even more important when people are feeling the pinch because of a tough economy. We want to make sure people have options at the YMCA." says Natasha Schiller, Membership Director.

And as the calendar turns to January, New Year's resolutions become a priority for many. Whether it is to stop smoking, lose weight or get in shape after the holidays, the YMCA is committed to helping people achieve their respective goals. And to make it even more enticing, the YMCA will kick off the *Pay the Day* campaign, starting January 1<sup>st</sup>. All new members who join the YMCA will only have to "pay the day" for their first month's membership. For those who come in on the first of the month, they will only pay one dollar; for those who come in on the fifth, they will pay five dollars for the month, and so on.

"We're taking away the excuses! We're the place to be if you want to get an affordable rate, terrific support from staff and the convenience. The Princeton Family YMCA is a well kept secret, so we encourage you to rediscover your hometown YMCA and see for yourself." said Ms. Schiller. "And our staff is eager to help you in any way they can."

Adding to the excitement, the Princeton Family YMCA will unveil a new website at the end of January. It is a fresh, vibrant and eco-friendly approach that will complement the many changes that have taken place in 2008. While it seems there is plenty in store for 2009, it is still just the beginning of great things to come at the Princeton Family YMCA.

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**The Princeton Family YMCA is a charitable organization dedicated to building strong kids, strong families and strong communities. Its program emphases are the holistic development of children and youth, family strengthening and healthy lifestyles for all. For more information about YMCA programs visit [www.princetonymca.org](http://www.princetonymca.org) or call 609-497-9622 x204.**