



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR IMMEDIATE RELEASE

Contact: Denise Soto
Development and Communications Director
Princeton Family YMCA
609-497-9622 x209

A GIFT TO THE Y HELPS STRENGTHEN COMMUNITY The Princeton Family YMCA launches the 2012 Strong Kids Annual Campaign

The Princeton Family YMCA announced the launch of its 2012 Strong Kids Annual Campaign to over 60 volunteers and donors at Eno Terra in Kingston with the help of Honorary Campaign Chair, Mayor Mildred Trotman, Strong Kids Campaign Chair, William Rue, Jr. and keynote speaker, Dr. Rameck Hunt. The funds raised directly support the community in the form of financial assistance and through many programs such as Princeton Young Achievers and **LIVESTRONG** at the YMCA. Last year, the YMCA provided over \$400,000 in direct community benefit.



Pictured are (from left) Kate Bech, CEO of the Princeton Family YMCA, David Sandahl, YMCA Chairman of the Board, Mayor Mildred Trotman, Strong Kids Annual Campaign Honorary Chair, Dr. Rameck Hunt, Campaign Kick-off Keynote Speaker and William Rue, Jr., 2012 Strong Kids Annual Campaign Chair.

Princeton, NJ, March 6, 2012 – The Princeton Family YMCA kicked-off its 2012 Strong Kids Annual Campaign with over 60 donors and volunteers in attendance at Eno Terra in Kingston with the help of Honorary Campaign Chair, Mayor Mildred Trotman, Strong Kids Campaign Chair, William Rue, Jr. and keynote speaker, Dr. Rameck Hunt.

The YMCA's Strong Kids Annual Campaign will allow individuals and families in need to participate in YMCA programs. 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.

Financial assistance is critical to the Y's goal that everyone has an opportunity to receive the support, guidance and resources to learn, grow and thrive. "At the Princeton YMCA, we count on the generosity of our donors and volunteers to make a meaningful impact on our community," said William Rue, Jr. "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, over \$400,000 in direct financial support made it possible for kids to have a safe place to learn and build confidence after school and for families to reconnect and grow together.

"We cannot do this alone," Rue said. "Whether as a donor or volunteer, we encourage everyone to join our campaign to help our kids realize who they are and what they can achieve, and help our neighbors to do more for themselves and their families."

To learn more, visit princetonymca.org or contact Denise Soto, Development and Communications Director, at 609-497-9622 x209

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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