



YMCAs of Newfoundland and Labrador Launches Annual Strong Kids Campaign

The YMCAs of Newfoundland and Labrador are pleased to announce the launch of the Annual YMCA Strong Kids Campaign, which will run from February 15th – March 15th, 2010. The month long campaign is aimed at raising public awareness and much needed financial support for the work that local YMCAs do in providing children and families with the values and life skills they need to succeed.

“Each year, the YMCAs of Newfoundland and Labrador help hundreds of people by providing them with direct financial assistance,” says Michelle Northover, Provincial Coordinator. “We believe that everyone, regardless of their ability to pay the fee, should be able to participate and benefit from Y programs.”

The YMCA Strong Kids Campaign encourages the public to invest in the Y to help provide more opportunities for children from high-need communities, families facing financial barriers, and Canadian newcomers, to participate in and benefit from YMCA programs. For more information about the YMCA Strong Kids Campaign, or to make a donation, visit www.ymcastrongkids.ca or visit your local Y today.

About the YMCAs of Newfoundland and Labrador

The YMCA has been a part of life in Newfoundland and Labrador since 1854. Currently the Y is operating across the province as three charitable organizations – YMCA-YWCA of Northeast Avalon in St. John’s, YMCA of Exploits Valley in Grand Falls-Windsor, and YMCA of Humber Community in Corner Brook. Today, the YMCA operates across the province at more than 40 locations in 12 communities. The YMCA is a leading community charity which provides opportunities for children, youth and families to learn and grow in spirit, mind, and body.

For more information about this release, contact:

Michelle Northover
Provincial Coordinator, YMCA Strong Kids Campaign
mnorthover@ynortheastavalon.com
709-726-YMCA (9622) ext 243

www.ynortheastavalon.com
www.humbercommunityymca.ca
www.exploitsvalleyymca.ca

YMCA-YWCA of Northeast Avalon

Association Services Regatta Plaza II – 84 Elizabeth Avenue, P.O. Box 21291. St. John’s, NL A1A 5G6
tel. 709-726-YMCA (9622) fax 709-757-2670 www.ynortheastavalon.com Charitable Registration # 108225533RR0001