



July 10, 2008

MEDIA ADVISORY & PHOTO OPPORTUNITY

Resolution Run helps raise funds for YMCAs of Newfoundland and Labrador Strong Kids Campaign!

St. John's: At the **20 Minute Challenge** event the Running Room will present a cheque from the proceeds raised at the Resolution Run to the YMCA-YWCA of Northeast Avalon in support of the **YMCA Strong Kids Campaign**

Date: July 16, 2008

Time: 6:00 p.m.

Location: The Running Room, 9 Rowan Street, Churchill Square, St. John's, NL

As a charity that's over 150 years old, the Y continues to serve all ages, backgrounds and abilities through all stages of life. It's dedicated to helping people attain good health through a healthy lifestyle and encouraging them to get involved in making their community a better place for everyone. To reach as many people as possible, the Y offers financial assistance to those who would otherwise be unable to benefit from its services. The **YMCA Strong Kids Campaign** is focused on raising much needed financial support for children, youth, and families who are unable to afford the full cost of participation in a Y program or activity.

"At the Y, we believe that everyone should be able to participate in programs they need regardless of their ability to pay the full fees. That's because the Y is open to everyone — all ages, backgrounds, abilities and financial circumstances," explains Jason Brown, CEO. "This gift is a great help to our campaign. We are very pleased to partner with the Running Room to help people in our communities become more active and maintain a healthier lifestyle."

This past year the Running Room's Annual Resolution Run had the most participants ever in the St. John's region. The 20 Minute Challenge event starts on Wednesday July 16th, 2008 at all Running/Walking Room locations across Canada. For more information on the 20 Minute Challenge contact your local Running Room or visit www.runningroom.com.

-30-

For additional information please contact:

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