



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

FOR IMMEDIATE RELEASE

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It's a Play Date: YMCA's Healthy Kids Day™ Aims to Get Families Moving Through Play

Phoenix, AZ, April 6, 2011 – On Saturday, April 16, the Valley of the Sun YMCA is encouraging all kids and parents to come to the Y for a play date and commit to being active every day. It's all part of the YMCA's Healthy Kids Day™ – the nation's largest health day for families. The free event will take place at 17 YMCA neighborhood locations throughout Greater Phoenix, Flagstaff and Yuma. Healthy Kids Day™ will feature activities such as a two mile family walk/run and health and wellness resource booths.

As Arizona's oldest nonprofit strengthening community through healthy living, the Y holds Healthy Kids Day to teach healthy habits to kids and inspire a lifetime love of physical activity. At a time when one in three children in the United States are overweight or obese (according to the Centers for Disease Control and Prevention), developing healthier habits that include increased physical activity is more important *than ever*.

"The Valley of the Sun YMCA understands that parents often struggle to find the time to incorporate more active play and healthier habits into their kids' daily routine." says Kerri O'Brien, Vice President of Healthy Living, Valley of the Sun YMCA. "Doing so doesn't have to require extra money or resources. It's as simple as making a play date with your kids, with two key requirements – be active and have fun!"

As part of Healthy Kids Day™, the Y encourages families to make play dates everyday as a simple way to become healthier, more active and connected. The Valley of the Sun YMCA recommends five simple activities families can do to play together:

- 1. Schedule a Game Night:** Play games with the kids that incorporate physical activity, such as Charades.
- 2. Dance, Dance:** Turn on your favorite party music and dance! Make this activity more fun with a dance contest.
- 3. Go Riding:** Find a new bike path or park for a fun afternoon outdoors; grab your helmets and go rollerblading or bike riding.
- 4. Channel Your Inner Youth:** Remember playing hopscotch, jump rope, Simon Says or freeze tag as a kid? Teach your favorite childhood game to your kid(s) and play them together.
- 5. Play Outside:** Visit your neighborhood park or camp out in your backyard for some outdoor fun. Get everyone moving with fun sports like soccer, basketball or baseball.

Healthy Kids Day™ will be celebrated at all 17 Valley of the Sun YMCA branches as well as nearly 1,600 Ys across the country, with more than 700,000 families expected to attend this year.

Visit www.valleyYMCA.org to locate your local YMCA branch. Each neighborhood branch has individual times and activities planned for Healthy Kids Day™, please call your closest branch for times and schedule of events. For more information on the Valley of the Sun YMCA please contact Katie Healy at 602-257-5121.

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The Valley of the Sun YMCA is one of the largest human services non-profit organizations in Arizona. As the oldest non-profit in Arizona, the YMCA serves local communities in Maricopa County, Flagstaff and Yuma offering over 283 programs and 26 social services at 17 locations. Members are welcome regardless of gender, religion, ethnicity, age or ability to pay. The YMCA aims to provide each member with every opportunity to reach farther and improve their lives and the lives of those around them. Through Youth Development, Healthy Living and Social Responsibility, the YMCA's goal is to inspire positive and lasting social change. Visit www.valleyYMCA.org to learn more.