



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

FOR IMMEDIATE RELEASE

Contact:

Katie Healy
Communications, YMCA
602-257-5121
khealy@vosymca.org

Heather Schader, Martz Agency
480-998-3154
hschader@martzagency.com

VALLEY OF THE SUN YMCA ANNUAL STRONG KIDS AND FAMILIES CAMPAIGN NOW UNDERWAY

2011 Campaign Goal of \$3.2 million will directly serve community residents

PHOENIX, AZ, FEBRUARY 28, 2011 – Valley of the Sun YMCA recently launched the annual Strong Kids and Families campaign with a goal of raising \$3.2 million to serve the Greater Arizona communities.

The Valley of the Sun YMCA is dedicated to positively impacting our local communities through Youth Development, Healthy Living, and Social Responsibility. Donors who Support the Strong Kids and Families Campaign, enable the Y to continue to transform the lives of our most vulnerable children and families.

Each dollar contributed to the YMCA Strong Kids and Families Campaign goes directly to making YMCA programs and membership available in 17 branch locations. This valuable support makes it possible for the Valley of the Sun YMCA to keep its promise...‘No one is turned away due to a lack of ability to pay’.

“In past years the Strong Kids and Families Campaign has been one of the top 10 fundraising campaigns directly benefitting communities throughout Greater Arizona. Because of our fiscal disciplines and the generosity of our donors, we are able to keep the Y’s doors open to everyone in need of a healthy environment, and in need of one or more of our numerous and diverse programs. We served more than 300,000 children, teens & adults last year.” said George Scobas, CEO/President of the Valley Y.

Sammie is a young man who personifies the variety of programs the Y offers under their Social Responsibility Pillar. A couple of years ago, Sammie found himself in the Durango jail system for a second time. He was offered an Evening Reporting Class at the Y or more jail time. Sammie took advantage of the Y’s offer and found himself surrounded by mentors. He continued through many Y programs, while finishing high school, and now he attends Glendale Community College. Sammie says, “The Y showed me another way to live. They were always there for me, even to provide bus tokens when I needed a ride to work. They have guided my future by ensuring the

classes I take will transfer to ASU and my whole life is brighter because of the YMCA." No one in Sammie's life had ever been to college, yet today, his mother and two older brothers are also in college. The Y values are contagious and they continue to produce productive citizens.

The Valley of the Sun YMCA is currently accepting donations to the Strong Kids and Families Campaign. For more information please visit www.valleyYMCA.org

###

About the Valley of the Sun YMCA:

The Valley of the Sun YMCA is among the largest human services not-for-profit organizations in Arizona. The YMCA serves local communities in Maricopa County, offering approximately 200 programs and services at 17 Valley 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. www.valleyYMCA.org