



News Release

Family Day Activities Launch 2017 YMCA Strong Kids Campaign

(Stratford, ON, Feb. 3, 2017) - On **Monday, February 20th**, the Family Day holiday, everyone is invited to the Stratford and St. Marys YMCAs to ***Play For A Day To Pay Another Child's Way*** and kick off the ***Y's 2017 Strong Kids Campaign***. This annual campaign raises awareness and financial support to assist with the Y's work across our community to help children, youth and families realize their potential.

"We invite everyone and especially families to visit the Y's in Stratford & St. Marys on Family Day, Monday, February 20th to ***Play For A Day To Pay Another Child's Way***. It's a day of family activities as we launch our 2017 annual community campaign for support. Everyone who visits the Y on Family Day will be encouraged to make a donation to help other children and youth enjoy the Y," said Mimi Price, CEO of the Stratford-Perth Family YMCA. "And, as our way of saying thank you, everyone making a contribution on Family Day to the campaign will have a chance to win a free three-month Family Membership in Stratford and St. Marys," she added.

On Monday, February 20th the Stratford Y will be open from 8:00 am to 4:00 pm with family activities in the gym and kid's zone from 10:00 am to 2:00 pm and open family swims from 11:00 am to 1:00 pm and 2:00 to 3:30 pm. The St Marys Y will be open from 7:00 am to 2:00 pm and is offering a youth program from 10:00 am to 12:00 noon. More information may be found at www.stratfordperthymca.ca or on Facebook at Stratford-Perth Family YMCA.

"In 2016, the Stratford-Perth Y, which annually serves over 9,000 individuals through a variety of programs and services across Perth County, helped over 2,300 individuals, by providing direct financial assistance - once again, an increase over the previous year," said Ms. Price, "We believe that everyone, regardless of their ability to pay, should be able to participate in and benefit from YMCA programs."

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

The Stratford-Perth Y, a charity and active part of our community since 1869, provides opportunities for personal growth in spirit, mind and body and service to others in an environment open to all. The YMCA in Canada has become one of the most respected charitable organizations in the world. The Y has over 1000 facilities & outreach centres in 250 communities nationwide and reaches over 2.25 million Canadians of all ages, backgrounds and abilities through all stages of life. The YMCA is dedicated to helping people attain good health through a healthy lifestyle and encourages involvement in making communities a better place for everyone.

The YMCA provides values-based programs that teach the importance of caring, honesty, respect, responsibility, health and inclusiveness. It's a place where friendships are formed and family ties are strengthened. A YMCA is a centre of community where people meet and discover common needs or interests. To reach as many people as possible, the YMCA offers financial assistance to those who would otherwise be unable to benefit from its services.

The belief of the YMCA is that everyone should be able to participate in programs they need regardless of their ability to pay the full fee. The Y is open to everyone - all ages, backgrounds, abilities and economic circumstances. It's for this reason that the Y is committed to improving the lives of children and families in our communities by providing safe places, caring and trained volunteers and staff, and programs that teach life skills. Whether it's a place to go after school, a place to learn leadership skills, or a place for the family to play and connect, the Y is there. It's what we do to build strong kids, strong families and strong communities.