



**For Immediate Release**

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**“PUT PLAY IN YOUR DAY” AT THE MCCORMICK TRIBUNE YMCA DURING THE  
NATION’S LARGEST HEALTH DAY FOR CHILDREN**

*Kids and Families Invited to Celebrate YMCA Healthy Kids® Day Saturday, April 14*

Chicago, IL (April 2, 2007) – The McCormick Tribune YMCA, located at 1834 N. Lawndale Ave., will join more than 1,500 YMCAs nationwide in the 16<sup>th</sup> annual YMCA Healthy Kids Day Saturday, April 14. An opportunity for kids and families to “Put Play in Their Day,” this special event uses free, fun, engaging and creative activities to encourage children and families to adopt behaviors that support a healthy lifestyle. YMCA Healthy Kids Day is part of YMCA Activate America, a national initiative designed to help children and adults discover and sustain healthier ways to live.

Unhealthy eating and physical inactivity are associated with an increased risk of a number of chronic health conditions including overweight and obesity. In fact, the percentage of young people who are overweight has tripled over the last 25 years. In 2005, a panel of experts from the Centers for Disease Control and Prevention recommended that school-age children should participating in moderate to vigorous activity for a minimum of 60 minutes a day. Studies have shown that children who develop healthy exercise and eating habits while they are young are more likely to continue to lead healthy lifestyles through adulthood.

“The need is as strong today as ever before,” said Stephen S. Cole, president and CEO of the YMCA of Metropolitan Chicago. “Families are under increased stress and struggle to balance work, family and health to find supportive communities. More physical activity through play helps children better manage stress, succeed in school, reduce frustration, build energy and, most of all, learn skills that encourage a lifetime of activity.”

Activities taking place for during YMCA Healthy Kids Day will include live ZUMBA demonstrations, marked by high-energy dance moves; belly dancing for families; and obstacle course games for children of all ages. Additionally, the McCormick Tribune YMCA will offer free vision screenings in partnership with Visionworks, a national eye care provider.

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“For more than 150 years, YMCAs have developed initiatives and programs that have helped improve the physical, social, emotional and spiritual health of millions for Americans in diverse communities across the country,” said Cole. “Participation in YMCA health and wellness programs such as Healthy Kids Day provides kids and families a chance to build friendship and community, a sense of well-being and confidence and improved physical, mental and cognitive abilities.”

In addition to hosting YMCA Healthy Kids Day, as an Activate America YMCA, the McCormick Tribune YMCA is supporting healthy living throughout the community. The Y recently offered a Pepsi Smart Spot Dance program, aimed to keep people engaged in fun activities through dance routines.

YMCA Healthy Kids Day is supported by the American Diabetes Association, American Heart Association, American Public Health Association, American Cancer Society, Centers for Disease Control and Prevention, and the National Association of Chronic Disease Directors. The McCormick Tribune is proud to host representatives from Visionworks, who will provide vision screenings for children

YMCA Healthy Kids Day is generously sponsored by companies dedicated to improving the health and wellness of American kids and families, including the Disney Channel, Kellogg’s Corporate Citizenship Fund, the Kimberly-Clark Corporation and Tropicana.

For more information about YMCA Healthy Kids Day, please call the McCormick Tribune YMCA at 773-235-2525. To find other YMCA participating in Healthy Kids Day, please visit [www.ymca.net](http://www.ymca.net).

### **About the YMCA of Metropolitan Chicago**

Through its 43 affiliate locations and more than 100 extension sites, the YMCA of Metropolitan Chicago helps children learn and grow, teaches young people to lead, brings families closer, and encourages individual health and well-being. The fourth largest non-profit in Chicago and one of the largest human services organizations in the nation, YMCA programs impact hundreds of thousands of lives annually, helping to strengthen neighborhoods and respond to community needs across Chicagoland. To learn more, visit [www.ymcachgo.org](http://www.ymcachgo.org).

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