



For Immediate Release

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**South Side YMCA Hosts Healthy Kids Day, Sat., April 14 to Promote Youth and
Community Wellness**

with partners State Farm, Athena Healthcare and Apostolic Church of God

Chicago, IL (April 12, 2007) – The South Side YMCA, 6330 S. Stony Island, joins YMCAs across the country to celebrate Healthy Kids Day on Sat., April 14th. The 16th annual YMCA Healthy Kids Day will highlight the range of activities available at local YMCAs, such as swimming lessons and day camp, while providing a range of health and wellness resources to community residents. 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.

“This year we’re celebrating with three committed partners; State Farm Insurance, Athena Health Care and Apostolic Church of God. Their generous support helps youth and families access YMCA programs that promote healthy lifestyles”, said Fran Bell, Group Vice President of the YMCA of Metropolitan Chicago. “Following a breakfast to acknowledge volunteers and corporate partners, the South Side YMCA will open its facilities so kids and parents can learn how to build healthier lifestyles through demonstrations, forums and other interactive presentations.”

Healthy Kids Day 2007 will begin at Leon’s at 1528 E. 63rd Street, across the street from South Side YMCA, at 8 a.m. At 10 a.m., the South Side YMCA will offer free services, including HIV testing by the Department of Public Health, fitness demonstrations with our partners, the Defender’s Million Pound Challenge, free haircuts for kids courtesy of Cain’s Barber College and more. Additionally, the New Generation Drill Team and Alderman Leslie Hairston are scheduled to make an appearance.

Other community resources available will include:

- Mark Miller's Munchkin Portable Soccer Program
- Demonstrations by Deeply Rooted Dance Company and Urban Dance Instructor, Mike Jones
- Colgate Toothpaste Company kids' dental exams

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“The YMCA is an important resource that enriches family life and helps kids develop healthy lifestyles,” said Bell. “Our doors will be open for the community to discover how families can benefit from the YMCA’s many programs and services.”

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.

For more information about YMCA Healthy Kids Day, please call the South Side YMCA at 773-947-0700. To find other YMCA participating in Healthy Kids Day, please visit www.ymca.net.

About the South Side YMCA:

In addition to an array of youth programming, the South Side YMCA offers specific youth wellness programs. Healthy Kids Camp, for children between six and 12 years of age, complements daily fitness and nutrition activities with weekly presentations reinforcing healthy choices.

Teen Commit to Be Fit is a 12-week program that acquaints teens younger than 16-years old with YMCA weight room facilities. A YMCA fitness instructor works with each participant to set goals and monitor progress. Teen Commit to Be Fit is free with a YMCA membership.

The South Side YMCA is an affiliate of the YMCA of Metropolitan Chicago. Through its 43 Centers and more than 100 extension sites, the YMCA of Metropolitan Chicago helps children learn and grow, teaches young people to lead, brings families closer together 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 responding to community needs across Chicagoland. To learn more, visit www.ymcachgo.org.

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