



## MEDIA RELEASE

For Immediate Release  
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### **Family YMCA of Prince George Launches 2<sup>nd</sup> Annual Strong Kids Campaign**

Prince George, BC: Today marks the launch of the Family YMCA of Prince George's Strong Kids Campaign. This annual campaign runs from February 15 – March 15 and raises public awareness and financial support for the work that local YMCAs do in providing children and families with the values and life skills they need to succeed.

"Each year the Family YMCA helps thousands of Prince George residents by providing them with direct financial assistance, says Mark Miller, CEO. We believe that a successful community must be inclusive of all its members, regardless of their background or financial means." The 2012 Strong Kids Campaign goal is to raise enough funds to send sixty local children to Camp Kanannaq this summer. Massey Drive activities include fun events such as a Zumba-thon, Pickleball Tournament and Spin-A-Thon for members and non-members alike to get active and donate to the campaign. Colourful bird feeders will also be on site for a Silent Auction.

"New for 2012 is our partnership with Shooters Pub (downtown and Ospika locations), BX Pub and College Heights Pub, says Peter Vogt, Chairperson. With every order of nachos purchased, they will donate \$1 to our campaign." "Nachos for Strong Kids is a fun and delicious way for our staff and customers to support this fundraiser," says Jordy Hoover, President.

For more information about the YMCA Strong Kids Campaign, or to make a donation, visit [www.pgymca.com](http://www.pgymca.com) or visit the Prince George YMCA today.

With a commitment to nurturing the potential of children, teens and young adults, promoting healthy living and fostering social responsibility, the YMCA ensures that every individual has access to the essentials needed to learn, grow and thrive.

Rooted in more than 1,000 communities around the country, the YMCA has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. Though the world may be unpredictable, one thing remains certain – the YMCA is, and always will be dedicated to building healthy, confident, secure and connected children and youth, families and communities.

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