

YMCA drops extra letters, changes to just 'Y'

[Comments](#)

July 12, 2010

ASSOCIATED PRESS

CHICAGO — The YMCA is now known officially as just "the Y."

The Chicago-based U.S. nonprofit announced Monday that it is changing both its logo and name to "the Y," marking its first branding change in 43 years. The switch comes after more than two years of research indicated many people don't understand what the group does. Officials with the Y say they hope the new logo will be more inviting.

The group's mission is to strengthen communities by focusing on youth development, healthy living and social responsibility.

The new name applies to the group nationally, but individual locations will still be referred to as YMCAs. The transition is already under way and should be completed within five years at locations in more than 10,000 communities across the country.

Copyright 2010 Associated Press. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.