

YMCA not trying to shed Christian ties with new logo

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The Young Men's Christian Association sounded snappy in 1844 England.

The Y.M.C.A. had a better ring to it in 1967.

Forty-three years later – in the age of texting, IHOP and KFC – "the Y" fits better.

The Chicago-based U.S. nonprofit isn't trying to shed its Christian affiliation in announcing this week that it is changing its logo and name, officials said.

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 Chicago area has 65 Y locations.

Contributing: Stefano Esposito and AP

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