



YMCA of South Hampton Roads

We build strong kids, strong families, strong communities.

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FOR IMMEDIATE RELEASE

Everyone welcome to try-out new interactive equipment at Mt. Trashmore YMCA

Virginia Beach – Everyone can check out the new interactive equipment and youth fitness center at the Mt. Trashmore Family YMCA Interactive Zone Grand Opening this Saturday, January 7, 2006 from 10 a.m. – 5 p.m. Adjoining the GIECO Teen Center, the Interactive Zone includes a child-sized strength-training circuit and innovative video game based cardiovascular equipment.

According to the American Obesity Association, approximately 30% of children ages 6-11 are overweight and about 15% are obese. As part of the YMCA's Activate America initiative to combat obesity and inactivity in America, an investment of \$375,000 was made to install Interactive Zones at 11 YMCA of South Hampton Roads locations.

The Mt. Trashmore Interactive Zone provides children ages 6-18 an atmosphere and equipment catered to their age group. With names like Kilowatt, Cateye, Trazer and Sportwall, the equipment brings an interactive, fun element to traditional exercise and encourages healthy competition, using video controllers and flat-screen monitors. The "Play with Purpose" concept expresses the strong, beneficial purpose to increase activity levels in our youth while making it an enjoyable experience.

"As one of the biggest health issues our families face today, the activity level and health of our youth is the responsibility of parents, school officials and organizations such as the YMCA who are positioned with the staff and facilities to make the necessary lifestyle changes," said Karen Gambill, Mt. Trashmore Family YMCA Family Program Director.

Teen Center sponsor GIECO purchased the new Hoist brand strength-training circuit for the youth fitness center and will be recognized during a short presentation at 11 a.m. during the Grand Opening. The first 25 children who play and win a game on the new interactive equipment will receive a free Interactive Zone t-shirt.

Approximately 1,100 of Mt. Trashmore Family YMCA members are between the ages of 6 and 18, with 165 enrolled in Child Care programs.

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