



**YMCA of South Hampton Roads**

We build strong kids, strong families, strong communities.

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## **YMCA Community Services' Charity Fundraising Event**

*Local Businesses collaborate for the betterment of a worthy cause*

**Norfolk, VA** – On Friday, October 8, 2010 from 6:30–9:30 pm the YMCA of South Hampton Roads Community Services is holding its annual fund raising event, *Jazz It Up for Kids*, at the Virginia Sports Hall of Fame in Portsmouth, VA. The silent auction of donated items will begin at 7 pm, followed by live entertainment from *Reggie Whitaker and The Good Life Band*.

Merv Pitchford, the YMCA Community Services Vice President, applauded the spirit of generosity exhibited by donors, recognizing it as crucial in the funding of Community Services programs. This would not be possible without the help of the local business community. Our children's programs are offered at no cost, thanks to generous corporate donations from companies like International Flooring and Protective Coatings (IFPC) and Mid Atlantic Consulting. "Without effective fundraising efforts, our valuable programs would die," said Pitchford.

At last year's event IFPC President, Jon Solomon was in attendance and saw an opportunity to double his giving. "I admit that seeing the bidding war over my donated table was pretty gratifying. Knowing the cause was worthy, I offered to double my donation allowing each bidder to win a table." The bidders agreed to each pay top price for the table, after all, because of IFPC President Solomon's generosity, the money would all go to the charity. It was a true win-win situation.

YMCA Community Services is the outreach branch of the YMCA of South Hampton Roads, and is dedicated to extending its services to children and families at risk in the local community. Thousands of children and families are reached each year through the various services, which include After-School Homework & Tutorial Programs, InnerActive Mobile Learning Center, Parenting Education, and KidsPriorityOne.org.

Local businesses are lining up now to make donations for *Jazz It Up for Kids*. Contact Brenda Garrett at (757) 244-5373 or Angela Walsh Benard at (757) 962-2112, if your company would like to participate. For more information about the YMCA of South Hampton Roads please call (757) 962-5555 or visit [www.ymcashr.org](http://www.ymcashr.org).

*The YMCA of South Hampton Roads is a nonprofit, community-based health and human services organization that serves over 200,000 children and families each year. More than 19% of those families receive financial assistance through the Open Doors program, helping them achieve their full potential in spirit, mind and body. The YMCA's doors are open to people of all ages, backgrounds, abilities and incomes.*

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