



YMCA of South Hampton Roads

We build strong kids, strong families, strong communities.

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Local YMCAs Urge Kids and Families to "Put Play in Their Day"

Kids and Families Invited to Celebrate YMCA Healthy Kids Day® Saturday, April 26th

Hampton Roads – Hundreds of children and families from across coastal Virginia and northeastern North Carolina are expected to celebrate YMCA Healthy Kids Day on April 26. An opportunity for youth and adults to "Put Play in their Day," this special event uses free, fun, engaging and creative activities to encourage people of all ages to adopt behaviors that support a healthy lifestyle.

YMCA Healthy Kids Day will be celebrated from 10 a.m. to 2 p.m. at all YMCA of South Hampton Roads family centers with family fitness activities and demonstrations, water safety and nutrition tips. Also scheduled are relay games and fitness challenges using Interactive Zone equipment that provides a full-body workout while playing video games. Parents can get connected by participating in activities with their kids and learn tips on raising healthy children. Participants can also save up to \$75 if they join the YMCA April 17-30 and pay no registration fee for YMCA Summer Day Camp when they sign up at the event.

YMCA Healthy Kids Day is part of *YMCA Activate America*, a national initiative designed to help children and adults discover and sustain healthier ways to live. Unhealthy eating and physical inactivity are associated with an increased risk of a number of chronic health conditions including obesity and being overweight. In fact, the percentage of young people who are overweight has tripled over the last 25 years. Studies have shown that children who develop healthy exercise and eating habits while they are young are more likely to continue to lead healthy lifestyles through adulthood. A panel of experts from the Centers for Disease Control and Prevention recommend that school-age children should participate in moderate to vigorous activity for a minimum of 60 minutes a day.

"The need is as strong today as ever before," said Chuck Harris, YMCA of South Hampton Roads President and CEO. "Families are under increased stress and struggle to balance work, family and health to find supportive communities. More physical activity through play helps children better manage stress, succeed in school, reduce frustration, build energy and, most of all, learn skills that encourage a lifetime of activity."

"For more than 150 years, YMCAs have developed initiatives and programs that have helped improve the physical, social, emotional and spiritual health of millions for Americans in diverse communities across the country," said Harris. "Participation in YMCA health and wellness programs such as Healthy Kids Day provides kids and families a chance to build friendship and community, a sense of well-being and confidence, and an improved physical, mental and cognitive abilities."

YMCA Healthy Kids Day is supported by the American Diabetes Association, American Heart Association, American Public Health Association, American Cancer Society, Centers for Disease Control and Prevention, and the National Association of Chronic Disease Directors. For more information about YMCA Healthy Kids Day and to find the location nearest you, call 757-962-5555 or visit www.ymcashr.org.

The YMCA of South Hampton Roads is a nonprofit, community-based health and human services organization that serves over 160,000 people each year. More than 14% 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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