



**YMCA of South Hampton Roads**

We build strong kids, strong families, strong communities.

April 22, 2009

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## **Local Youth Get Active and Earn Tides Tickets in YMCA Healthy Kids Challenge**

*16 winners chosen to watch from Coca-Cola skybox, take the field with Tides players for Pre-Game activities*

**Hampton Roads** – Sometimes, a little extra motivation is all it takes to get kids to be more active. That's why the YMCA of South Hampton Roads designed the Healthy Kids Challenge for local 8–18 year olds. The idea was simple – be active three times a week, for six weeks to earn free admission to the April 26<sup>th</sup> Norfolk Tides game.

The result was phenomenal – of the 2,000 youth who began the challenge, 1,745 completed the full six-week program. As an added bonus, every child who completed the challenge was entered for a chance to be one of only 16 watching from the Coca-Cola Sky Box after standing on the field with the players during the national anthem.

YMCA Healthy Kids Challenge is part of YMCA *Activate America*, an innovative public health initiative of the YMCA movement that is making healthy living a reality for millions of Americans. Coca-Cola has partnered with the YMCA to combat youth obesity and is a major supporter of the event.

“Youth obesity is a major challenge and it's going to take all of us to meet it,” says Matthew D. Sanderson III, District Sales Manager for The Mid-Atlantic Coca-Cola Bottling Company, Inc. “We're happy to participate with the YMCA as partners in keeping young people healthy, active and fit. This project has been terrific. Kids have fun and learn to enjoy being active and we all get to go out to watch the Tides play ball.”

For more information about YMCA youth and fitness programs, 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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