



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 Your Day" at YMCA Healthy Kids® Day on April 8

Hampton Roads – Hundreds of children and families from across coastal Virginia and northeastern North Carolina are expected to celebrate YMCA Healthy Kids Day, an activity-filled festival that supports the day's key call to action, "Put Play in Your Day" on Saturday, April 8. More than 1,300 YMCAs nationwide will participate this year. Locally, fun festivities designed to get youth and adults moving are scheduled from 10 a.m. to 2 p.m. with area YMCAs.

YMCA Healthy Kids Day events in South Hampton Roads include family fitness activities and demonstrations, water safety, and nutrition tips. Activities and games are also scheduled in the YMCA Interactive Zones, with new equipment that provides a full-body workout while playing video games. Parents can get connected, too, by participating in activities with their kids and receiving free YMCA brochures with tips on raising healthy kids.

"With 9 million U.S. children overweight -- more than double the percentage in 1980 -- increasing the levels of physical activity in the lives of our children is a critical component of this country's efforts to fight childhood obesity," said Kelly Bridgman, Director of the Norfolk Family YMCA.

YMCA of South Hampton Roads activities for the 15th annual YMCA Healthy Kids Day will be held at:

- Pembroke Mall
- Albemarle Family YMCA
- Eastern Shore Family YMCA
- Effingham Street Family YMCA
- Great Bridge/Hickory Family YMCA
- Greenbrier Family YMCA
- Norfolk Family YMCA
- Outer Banks Family YMCA
- Suffolk Family YMCA

The YMCA Healthy Kids Day Walk will begin at the Mt. Trashmore Family YMCA at 1:30 p.m.

YMCA Healthy Kids Day is part of YMCA Activate America, a national long-term initiative focused on developing and implementing community-based solutions to help all Americans improve their health and wellness. Serving over 20 million members, including nine million youth under the age of 18, no other organization is better positioned to engage kids and families in fun and healthy physical activities than America's YMCAs. Locally, the YMCA of South Hampton Roads serves over 100,000 children and families each year.

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“The YMCA welcomes kids and families to our Healthy Kids Day celebration on April 8,” said Bridgman. “We also invite everyone to learn more about our year ‘round activities like swimming, family programs and our new Interactive Zones, where you can get a full-body workout while playing video games.”

Participants can also save \$50 if they join the YMCA and receive half off the registration fee for YMCA Summer Day Camp when they sign up at the event.

Encouraging kids to get active in their spare time is more important than ever, since nationally, physical education classes have been dramatically reduced. According to the Institute of Medicine, daily physical education exists nationwide at only 8 percent of elementary schools, 6.4 percent of middle schools and 5.8 percent of high schools.

“This day is designed to celebrate healthy living, encourage kids and families to get excited about physical fun and activity, and most importantly, just play,” said Barbara Moore, Executive Director of the Indian River Family YMCA.

“Increasing physical activity is one way to get healthier, and doing it as a family is a great way to reconnect with one another,” Moore added.

YMCA Healthy Kids Day is generously sponsored by companies dedicated to improving the health and wellness of American kids and families, including Disney Channel, Tropicana, Kimberly-Clark Corporation, and Huggies and Pull-Ups brands. For more information 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 100,000 people each year. More than 13% 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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