



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

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It's a Play Date: YMCA's Healthy Kids Day™ Aims to Get Families Moving Through Play

South Hampton Roads, April 30 – On Saturday, April 30, the YMCA of South Hampton Roads is encouraging all kids and parents in South Hampton Roads, Eastern Shore of Virginia and Northeastern North Carolina to come to the Y for a play date and commit to being active every day. It's all part of the YMCA's Healthy Kids Day™ – the nation's largest health day for families. The free event will take place at all our family center locations from 10am–1pm and feature activities such as group exercises and family fun. All YMCA of South Hampton Roads family centers will also be hosting an Open House from the hours of 9am-3pm, and participants who decide to join on April 30 will have the joining fee waived.

As a leading nonprofit strengthening community through healthy living, the Y holds Healthy Kids Day to teach healthy habits to kids and inspire a lifetime love of physical activity. At a time when one in three children in the United States are overweight or obese (according to the Centers for Disease Control and Prevention), developing healthier habits that include increased physical activity is more important *than ever*.

"At the YMCA of South Hampton Roads, we know that parents struggle to find the time to incorporate more active play and healthier habits into their kids' daily routine," says Chuck Harris, CEO, YMCA of South Hampton Roads. "Doing so doesn't have to require extra money or resources. It's as simple as making a play date with your kids, with two key requirements – be active and have fun!"

As part of Healthy Kids Day, the Y encourages families to make play dates everyday as a simple way to become healthier, more active and connected. The YMCA of South Hampton Roads recommends five simple activities families can do to play together:

- 1. Schedule a Game Night:** Play games with the kids that incorporate physical activity, such as Charades.
- 2. Dance, Dance:** Turn on your favorite party music and dance! Make this activity more fun with a dance contest.
- 3. Go Riding:** Find a new bike path or park for a fun afternoon outdoors; grab your helmets and go rollerblading or bike riding.
- 4. Channel Your Inner Youth:** Remember playing hopscotch, jump rope, Simon Says or freeze tag as a kid? Teach your favorite childhood game to your kid(s) and play them together.
- 5. Play Outside:** Visit your neighborhood park or camp out in your backyard for some outdoor fun. Get everyone moving with fun sports like soccer, basketball or baseball.

ABOUT HEALTHY KIDS DAY

Healthy Kids Day will be celebrated at nearly 1,600 Ys across the country, with more than 700,000 families expected to attend this year. For more information, a listing of locations and what is going on at each location please contact the YMCA of South Hampton Roads at 757 962 5555 or visit www.ymcashr.org.

ABOUT THE YMCA OF SOUTH HAMPTON ROADS

The YMCA of South Hampton Roads is a nonprofit, community-based health and human services organization that serves over 205,000 children and families each year. More than 23% 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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