



FOR IMMEDIATE RELEASE:

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Families Invited to Fun, Free Day of Active Play and Resources for Healthier Living
The Berkeley-Albany YMCA Celebrates YMCA Healthy Kids® Day on April 18

Berkeley, April 7, 2009– On Saturday, April 18 from 10:00am to 2:00pm, the Berkeley-Albany YMCA invites the community to participate in YMCA Healthy Kids® Day, the nation's largest health day for children and families. This year's event will take place at Martin Luther King Jr. Civic Center Park at 2151 Martin Luther King Jr. Way. YMCA Healthy Kids Day includes fun, engaging and creative activities for children and families and promotes year-long wellness and healthy living. YMCA Healthy Kids Day events are free and open to all.

“As families struggle to balance life's daily demands and persevere during an economic downturn, it is important that we reach beyond our YMCA facility to the entire community,” says Fran Gallati, President and CEO. “Through this event, the Berkeley-Albany YMCA and our partners have given our neighbors the opportunity to take their minds off daily stresses, and instead have fun and focus on positive sustainable healthy lifestyle changes together, as a family.”

This year, activities will include free haircuts, a bouncy house, bicycle helmet vouchers and a free t-shirt for the first 100 kids.

YMCA Healthy Kids Day will be celebrated across the country at more than 1,700 YMCAs. Last year, more than 700,000 attendees participated in YMCA Healthy Kids Day events nationwide. This year's partners include the City of Berkeley, Hall of Health, Sports Basement, Revolution Foods, Cycles of Change, Kids Carpentry, MOCHA/Crowden, Alameda Beauty College, the Children's Hospital of Oakland, Scholastic Literary Partnerships, Farm Fresh to You, Kids for the Bay and the UC Cooperative Extension. Our partners' activities include safety demonstrations, health screenings, educational fun projects and more. Educational take-home materials for parents will also be provided.

YMCA Healthy Kids Day is supported by the following national donors: Disney Channel's Playhouse Disney, Eli Lilly and Company, Huggies Little Swimmers Brand, Northwestern Mutual Foundation and Tropicana. Sponsors for the Berkeley-Albany YMCA also include Pacific Gas and Electric Company, Charles Schwab and Bayer HealthCare.



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YMCA Healthy Kids Day is also supported by the American Cancer Society, American Diabetes Association, American Heart Association, Centers for Disease Control and Prevention, and the National Association of Chronic Disease Directors.

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About the Berkeley-Albany YMCA:

The Berkeley-Albany YMCA is a charitable, non-profit organization serving Berkeley, Albany, Emeryville, El Cerrito and Kensington since 1903. Reaching more than 23,000 people annually through four branches and more than nine program sites, the YMCA provides a wide range of programs and services in child care, youth development, education, family support, wellness and outdoor experiences. More information may be found at www.baymca.org.

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