



Cortland County Family YMCA

We build Strong Kids, Strong Families, Strong Communities

FOR IMMEDIATE RELEASE:

Contact: Matthew Kemak
Cortland County Family YMCA
607-756-2893, ymca@cortlandymca.org

THE CORTLAND COUNTY FAMILY YMCA INVITES FAMILIES TO “PUT PLAY IN YOUR DAY” AND BRING HEALTHY HABITS HOME DURING THE NATION’S LARGEST HEALTH DAY FOR CHILDREN AND FAMILIES
New HEALTHY FAMILY HOME™ Resources Introduced at YMCA Healthy Kids® Day Saturday, April 12th, from 9 a.m. to 2 p.m.

CORTLAND, NY – The Cortland County Family YMCA will join more than 1,700 YMCAs nationwide at the 17th annual YMCA Healthy Kids Day this Saturday, April 12. An opportunity for kids and families to “Put Play in Their Day,” this special event uses free, fun, engaging and creative activities to encourage children and families to adopt behaviors that support a healthy lifestyle. **New this year**, YMCA Healthy Kids Day also marks the launch of new HEALTHY FAMILY HOME™ resources made possible by Eli Lilly and Company. “Starter Kits” will be given out; providing practical tools for children and parents to work together to embrace healthy habits at home (while supplies last).

YMCA Healthy Kids Day and Healthy Family Home™ exemplify Activate America®, the YMCA’s response to our nation’s growing health crisis. The YMCA is redefining itself and engaging communities across the country to better support Americans of all ages who are struggling to achieve and maintain well-being in spirit, mind and body.

Throughout its nearly 140-year history in Cortland County, and 160-years nationwide as a volunteer and charitable organization, the YMCA has continually evolved to meet the changing needs of the communities and individuals it serves. Today a new set of issues are calling the YMCA to act.

- Our nation’s lifestyle health choices are contributing to increased rates of disease and reduced quality of life.
- Families are finding it difficult to balance their work, family and civic life.

- Youth, regardless of family income, are not receiving the support they need to develop positive skills and values that can guide them throughout their life.

“The challenge is that many families see healthy living as an all-or-nothing proposition. Through this lens, achieving a healthier lifestyle can seem overwhelming or out of reach,” said Matthew Kemak, Membership Services Director, Cortland County Family YMCA. “YMCA Healthy Kids Day shows families and kids that making healthy choices can be easy, fun and accessible to everyone. And through our new Healthy Family Home™ resources, we’re giving families take-home tools to help them assess the foundation of how they play, eat and connect together as a family.”

The YMCA and Eli Lilly and Company have partnered to create Healthy Family Home™ because it leverages two of the most powerful forces affecting health and well-being: the family home and proven impact of small, sustained changes. Free Healthy Family Home™ “Starter Kits” will be distributed to families who participate in YMCA Healthy Kids Day (while supplies last) and also will be available free to all families online at www.ymca.net and www.cortlandymca.org after April 12.

YMCA Healthy Kids Day activities for kids and grown-ups will include:

Here is a brief schedule of our daily events and activities:

- Y 10:00 to 11:00 a.m.--Open Gym, swimming evaluations, Family Yoga,
- Y 11:00 to noon—Organized Games with SUNY Cortland Students ,and Family Splash
Aerobics in the pool,
- Y Noon to 1:00 p.m.—open gym and open swim,
- Y 1:00 to 2:00 p.m.—open swim, and a dance demonstration and activity with the SUNY Cortland Dance Company.

Additional resources will be available to help kids and families achieve their greatest potential from strengthening their financial health to building better bonds together to improving their physical health and nutritional well-being. Registration for summer programs also will take place at the event.

“So many families and individuals desire a healthier and happier life but struggle to sustain it. Whether they are in our YMCA facilities, out in the community or in their own homes, we want families to know that we are here to help them find a way to start making new habits, as well as a

supportive community to help them along the way.” said Don Kline, Executive Director of the Cortland County Family YMCA.

YMCA Healthy Kids Day reminds American’s that they too can be a part of the solution in their community—strengthening bonds, building positive values, spending time together, improving the health and well-being of their family and making friends for life—making an impact of change for themselves and their community.

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. The Cortland County Family YMCA is proud to host a representative from Family Health Network who will provide a free health screenings from 9 a.m. to 12 p.m. Parents must be present for screenings. There will also be representatives from Family Health Plus, Healthy Heart Program, Tobacco Free Cortland, the Cortland County Health Department, ZAP and the Seven Valley’s Health Coalition.

For more information about YMCA Healthy Kids Day, call the Cortland County Family YMCA at 607-756-2893 or visit www.cortlandymca.org.

The Cortland County Family YMCA has been proudly serving Cortland and the surrounding community for the past 139 years. We help build strong kids, strong families and strong communities. The Cortland County Family YMCA is a member of the Cortland County United Way.

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*22 Tompkins Street
Cortland, NY 13045*

*Phone: 607.756.2893
Fax: 607.756.2895*

YMCA MISSION:
To put Christian
principles into practice
through programs that
build healthy body,
mind and spirit for all
