



YMCA of Newfoundland and Labrador

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MEDIA ADVISORY

YMCA of Newfoundland and Labrador Celebrates Healthy Kids Day

St. John's, NL – On April 30, 2017, the YMCA of Newfoundland and Labrador is celebrating Healthy Kids Day by offering Canadians the opportunity to drop by their YMCA for fun activities, free of charge. Parents are encouraged to bring their families to participate in activities while learning the joys of living a healthy lifestyle, together.

Annually, YMCA Healthy Kids Day draws over 30,000 participants to events at over 100 YMCA locations across the country. From healthy eating tips, to physical activities and games, YMCA Healthy Kids Day includes fun activities that are for everyone.

This year, in celebration of Canada's 150th Anniversary of Confederation, a special *LocalMOTION Live!* event will be held which will simulate a cross-Canada journey to discover the unique landscapes of our country. Through *LocalMOTION Live!*, participants can win prizes and enter to win LocalMOTION's monthly prize – one of two \$1,000 VIA Rail vouchers, as well as the LocalMOTION Grand Prize, a VIA Rail prize pack valued at \$13,500. For more information on the LocalMOTION Challenge, please visit <http://ymca.ca/LocalMOTION>.

When and Where: Sunday, April 30, 2017

Ches Penney Family YMCA, 35 Ridge Road, St. John's (10:00 a.m - 12:00 p.m.)

Marystown YMCA, 255-263 McGettigan Boulevard, Marystown (3:00 - 5:00 p.m.)

Media Opportunities:

- Capture the joy of families playing and getting active at their local YMCA
- Speak with YMCA volunteers and staff about *LocalMOTION Live!* and Healthy Kids Day
- Speak to families about the barriers and solutions they've found to keeping their families healthy and active

For more information, please contact:

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