



YMCA of Northeast Avalon
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FOR IMMEDIATE RELEASE

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YMCA of Northeast Avalon launches 2013 YMCA Strong Kids Campaign

St. John's, NL – YMCA of Northeast Avalon will launch their 2013 annual YMCA Strong Kids Campaign on 21 February, 2013. Funds raised allow children, youth, and families in our community to participate in Y programs and activities which help them realize their potential and grow.

"We are proud to announce the YMCA of Northeast Avalon was chosen as the benefactor of the Idea Factory's annual Toy Factory fundraiser. Together with friends, partners and some special contributions a gift of \$76,020.00 was raised for the kids at the Y! Both Deloitte & Touche and the Ice Caps Care Foundation have given a donation of \$5,000 each to help kick off this year's YMCA Strong Kids Campaign too" said Chris Roos, CEO at YMCA of Northeast Avalon. "These funds help make our programs and services accessible to everyone, helping kids learn to swim, take part in physical activity programs, and our families to utilize quality child care and camp with the Y."

As part of the launch the Y will unveil a new donor wall at 5:00pm in the Bruneau Family Lobby at the Ches Penney Family Y, 35 Ridge Road. Idea Factory, Deloitte & Touche and the IceCaps Care Foundation representatives will be recognized along with members from the YMCA's Board of volunteer Directors.

"By donating to help build strong kids, people in our community provide those of all ages regardless of their background or financial situation with numerous opportunities to participate within a healthy, safe and nurturing environment at the Y" said Kevin Fleming, Campaign Chair.

The YMCA of Northeast Avalon is a multi-service charity serving communities for over 150 years. Programs in health, employment, child care, and camping are offered at more than 20 locations throughout the Northeast Avalon to an estimated 20,000+ participants annually.

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