



MEDIA ALERT

COME CELEBRATE THE YMCA'S 2010 STRONG KIDS CAMPAIGN KICK-OFF

WHAT: Kick-off for YMCA Buffalo Niagara's 2010 Strong Kids fund raising campaign evoking the theme "a Promise to Our Community." Rev. Dr. Charles D. Bang of Holy Trinity Lutheran Church will serve as the general campaign chair. Over 250 volunteers will work on this nine-week campaign to raise \$530,000 to help the YMCA build strong kids, strong families, and strong communities. At the kick-off, the YMCA will present the William A. Rogers Award to the YMCA branch that achieved the best collection rate in the 2009 Strong Kids Campaign; the Thomas B. Bain Award will be given to the branch that achieved the greatest growth in Strong Kids collections over the previous year and the Donald H. Meyncke Award will go to the branch that has achieved the highest percentage to its 2010 fund raising goal so far.

WHEN: **Thursday, January 7, 2010**
5:30 – 7:30 p.m.
(5:30 p.m. reception; welcoming remarks & program will start at approximately 6:30 p.m.)

WHERE: **Pearl Street Grill**
76 Pearl St.
Buffalo, NY

WHY: The New Year offers Western New Yorkers the chance to help others reach their fullest potentials in terms of spirit, mind, and body by giving to the YMCA's Strong Kids Campaign. Funds raised through this campaign provide financial assistance to allow all people, regardless of their ability to pay, the opportunity to benefit from YMCA services such as before and after school child care, summer day and resident camps, youth, teen and family programs and health / wellness programs.

CONTACT: Michelle Slawiak
Annual Giving Director
(716) 565-6000, ext. 107
aslawiak@ymcabuffaloniagara.org

Kathy Vallone
Director of Communications
(716) 479-1910 cell
kvallone@ymcabuffaloniagara.org

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