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**YMCA Buffalo Niagara Strives for \$572,500 Campaign Goal**  
*Annual Strong Kids Campaign Kickoff Tonight*

(Buffalo, NY) – The 2012 Strong Kids Campaign goal for YMCA Buffalo Niagara has been set at \$572,500 and over 300 YMCA supporters are in full swing to hit this year's goal. The Association comprised of seven branches, YMCA Camp Weona, and the YMCA Corporate office aim to reach and hopefully exceed this goal by the close of the campaign on March 6, 2012. To date all of the branches have exceeded their kickoff targets allowing the association to be 46.5% to its goal, or \$266,298.00

Awards were presented at last night's kickoff event held at the Fairdale Banquet Center:

**William A. Rogers Award** was presented to **YMCA Camp Weona** for achieving the best collection rate in the 2011 Strong Kids Campaign – 94.3% collections.

**Thomas B. Bain Award** was presented to **YMCA Camp Weona** for achieving the greatest growth (7%) in Strong Kids collections over the previous year.

**Donald H. Meyncke Award** went to the **Southtowns Family YMCA** for achieving the highest percentage (51.6%) to its 2012 fund raising goal so far.

Last Year YMCA Buffalo Niagara raised over \$557,000 and gave out over \$885,000 dollars in financial assistance thanks to the Strong Kids Campaign. One in every four campers and one in every four school age child care participants along with countless families and adults are able to benefit from YMCA programs and services thanks to the generosity of those who contribute to the Strong Kids Campaign.

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Locally founded in 1852, YMCA Buffalo Niagara is an inclusive association of people committed to a common effort to help individuals and families reach their fullest potential in terms of spirit, mind, and body. The YMCAs focus on health and wellness is reflected in the variety of programs that we offer for all ages and abilities. Additionally collaborations with insurance carriers such as Univera, Independent Health, and BlueCross BlueShield provide the opportunity for those wanting to take the first step toward a healthier lifestyle to do so at the YMCA.

A not for profit organization, YMCA Buffalo Niagara serves over 100,000 people annually through the seven branches located throughout Western New York, YMCA Camp Weona, as well as at over 40 community based program sites. This tremendous outreach would not be possible without the support of our volunteers. From summer camp, preschool and school age child care to SilverSneakers®, youth sports programs and swimming lessons-there is something for everyone at the YMCA. For more information visit us online at [www.ymcabuffaloniagara.org](http://www.ymcabuffaloniagara.org)

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