



YMCA

We build strong kids,  
strong families, strong communities.

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## YMCA Buffalo Niagara Now on Facebook!

(Buffalo, NY) - YMCA Buffalo Niagara is pleased to announce the launch of our own Facebook page. As a growing association we felt it was important to stay connected with the Western New York community and research has shown that 67% of the global population is part of a member-community social network. Fans of YMCA Buffalo Niagara can get the latest YMCA news, special event listings, photos, and more!

Our goals for this new venture include:

- Creating brand awareness
- Enhancing our relationships with our members
- Expanding our outreach
- Building loyalty
- Networking
- Driving users to our Web site and encourage online registration for programs
- Providing better customer service

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. Founded locally in 1852, the YMCA is committed to significantly expanding a fiscally sound, service delivery organization which delivers high quality, market driven services to a growing Western New York constituency.

As a dynamic, charitable, organization, YMCA Buffalo Niagara has been able to assist countless youth, families, and senior citizens so that they may benefit from YMCA programming. YMCA Buffalo Niagara serves more than 100,000 people annually through its association of seven branches across Western New York, YMCA resident Camp Weona as well as 40 community based program sites. From fitness to school age child care programs, swimming lessons to camp, there is something for everyone at the YMCA. For more information on all of the programs the YMCA has to offer and our financial assistance program, please contact your local YMCA branch or visit us online at [www.ymcabuffaloniagara.org](http://www.ymcabuffaloniagara.org).

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