



FOR IMMEDIATE RELEASE

Amy McNeil, Director of Communications
E-mail: a.mcneil@ymcanwnc.org
Phone: 336-777-6252
Fax: 336-777-6345

Richard Daniels Promoted to Executive Director of Fulton Family YMCA

WINSTON-SALEM, NC – September 17, 2009 – After 19 years of various leadership roles within the YMCA of Northwest NC Association, Richard Daniels has been promoted to Executive Director of the Fulton Family YMCA. "I'm excited to serve as a leader in our community and to impact people's lives and health in such a positive way," says Richard.

Richard's involvement with the YMCA began when he was a young adult. Richard's mother worked at the Patterson Avenue YMCA, which was how he was first introduced to the organization. "I attended Camp Civitan, played YBA [basketball] and was on the Patterson Avenue YMCA step team so the YMCA has always been a significant part of my life," Richard recalls.

Richard's career with the YMCA began in 1991 with a part-time job in the after-school program at the Winston Lake Family YMCA. "Seeing the positive impact I was having on the children, especially as a role model to the young men, really drew me closer to the YMCA and its mission," Richard says. Richard began working full-time for the YMCA by taking on additional duties at the front desk, or Welcome Center. "I met with members and became involved with day-to-day operations at the branch and truly realized the opportunity at the YMCA," he adds. "I knew that working at the YMCA was what I wanted to do. It was my calling."

At Winston Lake Family YMCA, Richard was quickly promoted to the Front Desk Supervisor, then to Membership Specialist, Business Manager, Membership Director and finally to the position of Associate Executive Director in 2004. In 2007 Richard was promoted to the role of Associate Executive Director of the William G. White, Jr. Family YMCA, then called the Central Family YMCA. "Throughout my different roles, I have always had a passion for members and working deep into the community to serve others," Richard says. "I will bring that to the Fulton Family YMCA, too. I am excited about my new role. The staff and the atmosphere at this branch have a great energy and the members and staff are connected to each other. There's opportunity for growth and a strong staff to work with."

As Executive Director, Richard's new responsibilities include overseeing all branch operations for the Fulton Family YMCA. These include programming, membership, staff and board development, community relationship development and the annual Partner with Youth campaign, which provides need-based scholarship funds for youth, families, and seniors. Curt Hazelbaker, President and CEO of the YMCA of Northwest NC Association, comments, "I've had the opportunity to work with Richard for the last six plus years at both the Winston Lake Family and William G. White Jr. YMCAs, and I'm impressed with the growth he has shown. The Executive Director position at the Fulton Family YMCA is a good next step for him, and I look forward to his leadership both there and throughout our Association. I'm excited for Richard and his family."

To find out more about the Fulton Family YMCA, please visit www.fultonymca.org. To contact Richard Daniels, call (336) 661-1093 or email him at r.daniels@ymcanwnc.org.

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About YMCA of Northwest North Carolina

When the first YMCA was established in 1844 in London, England, its mission was to promote positive Christian values as well as healthy behaviors and activities. Today, the YMCA movement has spread to more than 130 countries around the world, supporting and influencing the lives of millions of men, women and children of all backgrounds. The YMCA of Northwest North Carolina

Administrative Offices

Winston Tower · 301 N. Main Street, Suite 1900 · Winston-Salem, NC 27101 · 336-777-8055

www.ymcawnc.org

Mission: Helping people reach their God-given potential in spirit, mind and body.

A United Way Agency





association, a United Way agency, has been serving Winston-Salem and the surrounding areas since 1888. We have created a tradition of enhancing the lives of people in our community through an ever-growing list of programs and opportunities. We're proud to serve the people of Northwest North Carolina by helping to build strong kids, strong families and strong communities. Our association currently serves more than 51,000 YMCA members and more than 100,000 people with our memberships and programs. The YMCA of Northwest North Carolina has adopted Healthy Community 2015 initiatives to prepare youth and teens to succeed, strengthen and support families, develop caring communities and adopt healthy living habits. The YMCA offers financial assistance for memberships and programs through the Open Doors Program. For more information on the YMCA of Northwest North Carolina and its many branches and services, visit www.ymcanwnc.org or contact Amy McNeil, Director of Communications, at 336-777-6252 or a.mcneil@ymcanwnc.org.

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