



FOR IMMEDIATE RELEASE

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YMCA of Northwest North Carolina to Open New Branch, Creating 50 Jobs and New Wellness Opportunities in Northwest Forsyth County

WINSTON-SALEM, NC – October 27, 2009 – The YMCA of Northwest North Carolina will open a new branch facility on Robinhood Road.

Slated to open January 1, 2010, the new Robinhood Road Family YMCA will be in the former Peak Fitness facility near the intersection of Peace Haven Road. The YMCA will provide Northwest Forsyth County residents with new wellness opportunities in a facility that upholds the YMCA's standards and mission.

The decision to open a new YMCA location follows years of market research. It also aligns with the organization's Everywhere, Everyone Capital Campaign, which will extend the YMCA's service to the community. "We've been considering this area for a few years because of the community's stability and the new development in this part of the county," says Curt Hazelbaker, President and CEO of the YMCA. "We conducted market research and surveyed 1,100 residents. The potential for a YMCA branch tested positively among current members and non-members, which influenced our decision."

Wake Forest University's Dr. Michael Lischke, Chair of the YMCA's Board of Directors, adds, "The YMCA's mission is 'Helping people reach their God-given potential in spirit, mind and body.' This expansion into another local community will provide even greater opportunity for the YMCA to serve others and help them reach their potential, whether it's through health and wellness programs or its many outreach services."

The Robinhood Road Family YMCA's amenities will include a wellness center, women's workout area, group exercise rooms and youth and teen space. "As we develop the master plan for the facility, it could also include a pool and gymnasium in the next few years," shares Hazelbaker.

Interested in Joining?

Those interested in joining the new YMCA do not have to wait until January. People may join any branch within the YMCA of Northwest North Carolina association and transfer memberships to the Robinhood Road Family YMCA when it opens. The closest branches to the new location are the William G. White Jr. Family YMCA in downtown Winston-Salem (www.wgwhiteymca.org, 336-721-2100), the Fulton Family YMCA in northern Winston-Salem (www.fultonymca.org, 336-661-1093) and the West Forsyth Family YMCA in Clemmons (www.wfymca.org, 336-712-2000). Metro memberships are also available, which allow members to use any YMCA facility in Davie, Forsyth, Stokes, Yadkin and Wilkes counties.

Interested in Employment Opportunities?

According to Hazelbaker, the Robinhood Road Family YMCA will create 50 full-time and part-time positions. The hiring process has begun for membership, wellness and other positions. Those interested in potential employment can search job openings on the YMCA of Northwest North Carolina website, www.ymcanwnc.org/job. Ideal applicants have positive attitudes, interest in health and wellness and a commitment to helping others.

To find out more about the Robinhood Road Family YMCA or other YMCA of Northwest North Carolina branches and services, contact Amy McNeil, Director of Communications, at a.mcneil@ymcanwnc.org or 336-777-6252.

Administrative Offices

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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 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. Learn more about the YMCA of Northwest North Carolina at <http://www.ymcanwnc.org>.

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