



FOR IMMEDIATE RELEASE

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

YMCA OF NORTHWEST NC KICKS OFF BACK TO SCHOOL PROMOTION

WINSTON-SALEM, NC – July 21, 2009 –The YMCA of Northwest North Carolina is kicking off its annual back to school backpack campaign.

Beginning on July 24, anyone who brings in a new backpack will receive up to \$49 off their joining fee. The YMCA branches will work with local agencies to make sure the donated backpacks reach children in need and help them start the school year off right. The promotion runs from July 24 through August 24.

As a bonus offer, current members who refer a new member will receive \$25 off their next month's membership.

For more information on the YMCA of Northwest North Carolina and its many branches and services, visit <http://www.ymcanwnc.org> or contact Amy McNeil, Director of Communications, at a.mcneil@ymcanwnc.org or 336-777-6252.

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>.

###

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

We build strong kids, strong families, strong communities.

