



FOR IMMEDIATE RELEASE

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FINAL DAYS OF YMCA MEMBERSHIP SAVINGS

WILKESBORO, NC – January 25, 2010 – The Wilkes Family YMCA and Wilkes Express YMCA are in the final days of the January Membership Promotion. Join the YMCA before January 31, 2010 and pay no joining fee, a \$49 savings. A new member can join at either facility during operating hours. Wilkes Family YMCA is open Monday – Friday 5am – 9pm, Saturdays 8am – 9p and Sundays 1pm – 6pm. Wilkes Express YMCA is open Monday – Friday 5am – 9pm and Saturdays from 8am – noon.

The YMCA is proud of their Open Doors program. This program provides financial assistance for membership or programs. You can get the Open Doors application at either location. Sue Padgett, Membership Specialist at the Express YMCA, processes the Open Doors applications. She can be reached at 336.838.2152 Monday – Friday, 9am – 5pm.

Current members can also take advantage of the Member Referral program. Any member who refers a new member is eligible for a \$25.00 Member Referral discount. The \$25.00 Member Referral is a credit toward your membership dues, or towards a program such as Personal Training or Boot Camp.

Boot Camp is back by popular demand. Registration starts February 1st for the next Boot Camp program at the Wilkes Family YMCA. The program will run from March 1st – April 23rd. Classes will be Monday, Wednesday and Fridays from 5:30am – 6:30am! Class size is limited! Price is \$75.00 for members, \$120.00 for non-members!

Call or come by the YMCA to learn more about membership, Open Doors, swim lessons and the other great activities, classes and programs designed to help you reach your God-given potential in Spirit, Mind and Body.

For more information, contact Caroline Whitson at 336-838-3991 or c.whitson@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 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.

Administrative Offices

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





About America on the Move Foundation

America on the Move Foundation (AOM) is the leading non-profit organization fighting the obesity epidemic by providing consumer-focused solutions for individuals, families, organizations and communities. Through its programs and outreach, AOM initiates and maintains meaningful and measurable individual, social and environmental behavior changes that support healthy eating and active living habits in our society. AOM's science-based programs provide the support and tools that help individuals of all ages manage weight effectively through energy balance. All programs are available at www.americaonthemove.org.

About PepsiCo

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generate more than \$1 billion in annual retail sales. Our main businesses – Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade – also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in over 200 countries. With more than \$43 billion in 2008 revenues, PepsiCo employs 198,000 people who are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit www.pepsico.com.

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