



FOR IMMEDIATE RELEASE

Amy McNeil, Director of Communications

E-mail: a.mcneil@ymcanwnc.org

Phone: 336-777-6252

Fax: 336-777-6345

Jennifer Rackley Appointed Executive of New YMCA Robinhood Road Branch

WINSTON-SALEM, NC – December 9, 2009 – Jennifer Rackley has been named Executive Director for the Robinhood Road Family YMCA. The new YMCA branch is slated to open in January 2010.

Jennifer has spent 15 years working for YMCAs in Virginia, New York, New Jersey and North Carolina. She joined the YMCA of Northwest North Carolina association in 2006 as Executive Director of the Davie Family YMCA. She was subsequently promoted to District Executive and, most recently, Vice President of Operations.

As Executive Director of the Robinhood Road Family YMCA, Jennifer's responsibilities include overseeing all branch operations, including 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. "I'm very excited about the opportunity to lead this new branch in serving such a dynamic and vibrant part of our community," she says. "I'm looking forward to working with staff that will provide the community with great customer service and high quality programs."

Mark Bachman, Chief Operating Officer of the YMCA of Northwest North Carolina association, comments, "We are pleased to announce that Jennifer is our new Vice President of Operations/Executive Director for our new Robinhood Road facility. She brings a great deal of experience and ability to this operation and is the perfect person to introduce the YMCA to the community."

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 branch's amenities will include a wellness center, women's workout area, group exercise rooms and youth and teen space.

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.

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.

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

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





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