



**FOR IMMEDIATE RELEASE**

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**COMMUNITY INVITED TO PARTICIPATE IN AMERICA ON THE MOVE WEEK WITH YMCA:  
*Join the Tri at the Y Extravaganza on September 26!***

**WINSTON-SALEM, NC – September 9, 2009** – The Fulton Family YMCA invites members of the North Winston community to participate in health and wellness activities during America on the Move Week with the YMCA, Sept. 20-27. More than 1,300 YMCAs will join with the America on the Move Foundation in this collaborative effort to improve the health of communities across the country.

The YMCA and the America on the Move Foundation, a national nonprofit dedicated to improving health and quality of life, are working together to encourage individuals to take small steps to achieve and maintain healthier lifestyles. PepsiCo is supporting this effort as a national supporter of YMCA Activate America and the National Presenting Partner of America on the Move Week with the YMCA.

During America on the Move Week with the YMCA, families and individuals can participate in various activities that promote moving more and making smarter food choices. Each day, participants can count their “steps” taken while engaging in any form of physical activity, such as swimming, biking and dancing, and other group or family activities that promote well-being, such as eating together as a family.

“The YMCA hopes to inspire hundreds in the community to take simple steps to achieve lasting healthy changes in their lives,” says Lori Lennon, Health Enhancement Director at the Fulton Family YMCA. “America on the Move Week with the YMCA provides individuals and families with tools to make healthier choices at home, work, school and throughout the community.”

According to research by the America on the Move Foundation, making two small daily changes – taking 2,000 more steps (the equivalent of about a mile) and eating 100 fewer calories – can prevent the average annual weight gain of one to two pounds. “Collectively, we can work together to remove barriers and increase opportunities for physical activity and healthy eating for all,” says Lennon.

Participants of all ages can go to the YMCA to participate in the Tri at the Y Extravaganza. “This is an exciting new event to increase the amount of steps you take on a daily basis,” says Lennon. “It is also your chance to “Tri” the three disciplines of running, cycling and swimming that we have created to simulate a triathlon. This is truly a triathlon for all fit levels.”

Participants may pre-register for one event for a small fee of \$3 or all three events for \$7. Each event will consist of 10 minutes at your own level in each discipline, including jogging or swimming laps, indoor cycling and running/walking outside. For each event in which you participate, you will be entered into a drawing for a gift card so that you may purchase a pair of running shoes, swimsuit or even cycle shoes.

For more information or to register, contact Lori Lennon at 336-661-1093 or l.lennon@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

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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](http://www.ymcanwnc.org) or contact Amy McNeil, Director of Communications, at 336-777-6252 or [a.mcneil@ymcanwnc.org](mailto:a.mcneil@ymcanwnc.org).

### **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](http://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](http://www.pepsico.com).

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