



FOR IMMEDIATE RELEASE

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**YMCA of Northwest North Carolina
Launches Everywhere, Everyone Capital Campaign**

WINSTON-SALEM, NC – June 8, 2009 – The YMCA of Northwest North Carolina launched its Everywhere, Everyone Capital Campaign to respond to growing needs for YMCA programs and services.

Eighty volunteers are leading the YMCA's Capital Campaign, with a goal of raising \$5 million towards large-scale renovations and two new community branches. The YMCA reports that \$3.04 million in pledges, or 61% of its fundraising goal has been raised to date. With additional funding provided by the YMCA equaling \$16 million, the organization will be able to respond to unmet needs in local communities.

The following projects will be part of the Capital Campaign:

William G. White, Jr. (formerly Central) Family YMCA

- A new entrance with an elevator will improve accessibility for the elderly, disabled and physically challenged.
- A Youth Wellness Center will help the community address the rising trend of childhood obesity and expand the PACES (Program for Active Children Eating Smarter) program.

Kernersville Family YMCA

- A new outdoor water park and swimming pool will create exciting opportunities for families to spend time together.

West Forsyth Family YMCA

- Converting one gymnasium into youth and wellness space will allow youth healthful, positive ways to spend their time.
- A new indoor therapy and teaching pool will allow people of all ages to learn water safety and improve their health.
- An outdoor water park will provide positive ways for families to enjoy time together.

YMCA Camp Hanes

- An alumni lodge and conference center will provide greater opportunities for Camp alumni and community organizations to connect with each other and Camp Hanes.
- An equestrian center will offer youth the chance to develop self-confidence and new skills through unique experiences.
- An airnasium (outdoor sports complex) will provide shelter and activities during inclement weather.

Two New YMCA Locations

- A 35,000-square-foot facility in Northwest Forsyth County and a 25,000-square-foot facility in Southeast Forsyth County will help address unmet health and wellness needs in areas of rapid growth in our community.

The YMCA of Northwest North Carolina currently spans five counties. "As the need for the YMCA's services and programming grows, our facilities and offerings must grow as well," says Curt Hazelbaker, President and CEO of the YMCA of Northwest North Carolina. "The proposed expansions will allow the YMCA to touch more lives in our community, whether it's through facility

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programming or our many outreach programs. This is a way to help people reach their God-given potential in spirit, mind and body.”

To find out more about the YMCA of Northwest North Carolina Everywhere, Everyone Capital Campaign, please 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>.

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