



YMCA
We build strong kids,
strong families, strong communities.

FOR IMMEDIATE RELEASE

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COLUMBIA NORTH YMCA INTRODUCES ‘H.I.P. KIDS,’ A FAMILY SUPPORT-BASED EXERCISE AND NUTRITION PROGRAM TO HELP FIGHT CHILDHOOD OBESITY

*Scholarships Available for Program
Encouraging Parents to Get Involved with Children’s Fitness*

PHILADELPHIA – February 20, 2007 – The Columbia North YMCA is launching a program on February 24 to help families work together to adopt healthier lifestyles. H.I.P. Kids is a Health Intervention Program designed for youth and teens who have been identified as, or at risk of, becoming obese. The 12-week program offers scholarships and financial assistance to those that qualify.

The H.I.P. Kids Program focuses on complete family support and guidance. Each child participates in two exercise sessions per week: a 30-minute group session with an exercise specialist, and a 30-minute parent/child group nutritional session to discuss changes in eating behaviors. It teaches and instills healthy lifestyle choices for children and their families; however the success of the program is not measured by weight loss.

“The goal is to develop a child’s self confidence, improve his body composition, increase his physical activity at home and help him make nutritious food choices,” said Columbia North YMCA Executive Director Trisha Odoms. “With the help and support of parents, kids who are not used to a healthy lifestyle will be able to make the necessary adjustments, and have fun at the same time.”

The program includes weekly assignments and a participant handbook. At the completion of the program, participating children will receive the H.I.P. Kids quarterly newsletter.

“The Columbia North YMCA has a long tradition of promoting healthy lifestyles among families. For those who need some extra help, H.I.P. Kids is the perfect resource,” added Odoms. “With the start of a new year, there’s no better time than now to change old habits.”

Located at 1400 North Broad Street, the Columbia North YMCA is a vital home-away-from home for its members, a link to positive values and a place that strengthens minds, bodies, and spirits through programming and resources for youth, teens and adults, including full-day and after-school child care, summer camp, youth sports, Y Achievers and adult fitness. Throughout the Y, an emphasis is placed on building character through the values of caring, honesty, respect and responsibility. For more information, call 215-235-6440 or visit www.columbianorthymca.org.

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