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CONTACT: Omoiye O. Kinney
Vice President of Communications
(215) 963-3710 (Office #)
(215) 989-2666 (Cell #)

**YMCA OF PHILADELPHIA & VICINITY BREAKS FUNDRAISING RECORDS WITH ITS
2009 “STRONG KIDS CAMPAIGN”**

Local Resident, Michelle Mactavish, Recognized for Fundraising Efforts

PHILADELPHIA – May 2009 – On May 4, 2009 at the Carousel House in Fairmount Park, the YMCA of Philadelphia & Vicinity celebrated the unprecedented success of its 2009 Strong Kids Campaign. The YMCA of Philadelphia & Vicinity set the ambitious goal of raising \$2 million, which was not only met, but surpassed by \$45,000. This remarkable accomplishment represents a nearly \$300,000 increase over last year’s pledges and exceeds all prior years of annual support campaigns.

The Strong Kids Campaign is at the heart of the YMCA’s financial assistance program. The Y is committed to ensuring that every child, teen, and adult has the opportunity to benefit from its programs and services regardless of their ability to pay. Through the Strong Kids Campaign the Y raises funds that are used exclusively for financial assistance. Last year the YMCA of Philadelphia & Vicinity distributed more than \$2.5million dollars in assistance to approximately 12,000 children and families

The Roxborough YMCA contributed to the success of the campaign by raising \$55,891 in pledges and grants. The Roxborough YMCA profited from the hard work and enthusiasm of the many volunteers who went above and beyond to reach out to the community for support. One volunteer in particular, Michelle Mactavish, brought particular motivation to the campaign and was honored as Roxborough’s “Most Valuable Campaigner” at the May 4th event.

“The Roxborough YMCA’s 2009 Strong Kids Campaign is inspiring,” said Executive Director Debbie Saunders. “I congratulate and thank everyone who helped us towards this accomplishment. We’ve certainly raised the bar and we’re looking forward to doing even better in next year’s campaign.”

Located at 7201 Ridge Ave in Philadelphia, PA the Roxborough YMCA is a charitable organization that provides quality programming and resources for youth, teens and adults including full-day and after-school child care, summer camp, youth sports, adult fitness, Active Older Adults and much more. For more information, please call 215-482-3361.

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