



We build strong kids, strong families, strong communities.

FOR IMMEDIATE RELEASE:

Metropolitan YMCA of the Oranges Raises \$892,621 for Their *Strong Kids Campaign*

Livingston, NJ, March 16, 2010 - The Metropolitan YMCA of the Oranges announced this week that it raised \$892,621 for their 2010 *Strong Kids Campaign*. This money will go directly to the children, families and individuals throughout the state of New Jersey. The purpose of the YMCA's *Strong Kids Campaign* is to raise the necessary funds so the YMCA can fulfill its mission and once again provide over 1 million dollars in financial assistance as they did in 2009.

Richard K. Gorab, President and CEO of the Metropolitan YMCA of the Oranges, said, "The goal of our *Strong Kids Campaign* is to ensure that no one is ever turned away from our YMCA due to their inability to pay." This goal combined and the challenging economic conditions lead to an increased need for successful fundraising and it is through the *Strong Kids Campaign* that members of the community learn about the important work of the YMCA and support it financially.

In the past few years the YMCA has seen a huge increase in the number of people asking for assistance and through the efforts of their *Strong Kids Campaign* they will be able to help more people than ever in 2010. "Thanks to the efforts of our dedicated Staff, Board Members and Campaign Storytellers (volunteers) our YMCA was able to exceed our 2010 goal by more than \$100,000, which will allow us to continue helping countless people and families throughout New Jersey," said Mr. Gorab. "On behalf the entire Metropolitan YMCA of the Orange I want to extend our most heartfelt thanks to everyone who worked on this year's *Strong Kids Campaign*," added Mr. Gorab.

In 2010, the Metropolitan YMCA of the Orange is celebrating their 125th year of community service and a large part of this history involves helping those who need the YMCA the most. Financial assistance at the YMCA has, and will always be available to the people in the communities served by the YMCA.

"Being members of the YMCA has really brought such joy and happiness into our lives. The kids have learned how to swim. They have gotten lessons in self-esteem, courage, and many more with laughter, joy and love. As a widow with seven children, I am thankful for the help and could never make it without you," said a Metropolitan YMCA of the Oranges' Financial Assistance Recipient.

The Metropolitan YMCA of the Orange serves over 163,000 program participants through a wide variety of programs and initiatives including; Pre-school & After-School Childcare, Summer Camp, Aquatics, Activate America wellness initiatives, and Teen programs. The YMCA provides places for

children to learn and to grow in environments that are supportive of each child's development. The YMCA also develops youth to their fullest potential in Spirit, Mind and Body. The YMCA builds confidence and competence in youth by providing them with a safe haven, which encourages them to avoid negative and at-risk behaviors. The YMCA's core values of Caring, Honesty, Respect and Responsibility guide all that we do for children and teens.

Through the financial resources raised last year the Metropolitan YMCA of the Oranges was able to accomplish a great deal, the following are just a few examples of how many people benefited from the YMCA's 2009 *Strong Kids Campaign*. 17,236 teens participated in a wide-range of programs throughout the five branches. 1,628 children attended the YMCA's After-school and Childcare programs at 32 locations. 3,829 children and families received \$1,034,000 direct financial assistance.

The YMCA is the local charity of choice. Financial assistance is available because at the Metropolitan YMCA of the Oranges no one is turned away due to their inability to pay.

Changing lives in changing times the Metropolitan YMCA of the Oranges is here for you. For more information about the YMCA or their *Strong Kids Campaign* please call 973-758-9622 or visit www.metroymcas.org.

The Metropolitan YMCA of the Oranges is the largest YMCA in the state of New Jersey, serving over 163,000 members and program participants annually. Its mission is to enrich the lives of the children, families and communities it serves, through programs that build spirit, mind and body, welcoming all people, in an environment nurturing positive values. Its five branch facilities, located in East Orange, Livingston, Maplewood, Hardyston and Stillwater, provide a wide variety of services and activities:

- Quality all-day and after-school childcare, pre-school and kindergarten classes, recreational and enrichment programs e.g. swimming and other sports, arts, computer activities and day and sleep-away camps.
- Programs for adolescents and teens that include sports, parties and club activities.
- Programs for adults and seniors.

Press Only: For more information about the Metropolitan YMCA of the Oranges, please contact Peter Louzek at 973-410-0500 or p.louzek@bergerbrown.com.
