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### **NEW PARTNERSHIP JOINS FORCES TO FIGHT CHILDHOOD OBESITY**

Jump for Joy Foundation and the YMCA of Southern Nevada partner to offer FREE Camp Jump in an effort to fight obesity in children.

**Las Vegas (August 4, 2010)** - Jump for Joy Foundation (J4J) a non-profit organization has partnered with the YMCA of Southern Nevada to present J4J's CAMP JUMP, FREE camps for youth emphasizing fun and educational activities to fight childhood obesity. Campers will be engaged in physical, nutritional and character building activities during the age specific sessions, all held at The City of Las Vegas Durango Hills Community Center, Operated by the Y, 3521 N. Durango Drive. The initial camps will be for youth K through 12<sup>th</sup> grade on Wednesday from 3 to 4 p.m throughout the month of August and every other Saturday from 10 a.m. to 12 p.m. CAMP JUMP offers local youths and parents the chance to come together to celebrate healthy living, well rounded learning, and fun! As a special incentive, a special guest from the NBA will join the camp on August 21, 2010.

Jump for Joy Foundation's mission, A Healthy Change for America's Children, is the originator of Camp Jump. Their goal is to address a national crisis by providing free activities to get kids moving. Throughout the summer free camps were held around the valley and now with the new partnership the Y will host additional sessions of Camp Jump.

"In Southern Nevada, we're focusing on the critical need to help youth and families get active and adopt healthy habits," said Mike Lubbe, president and CEO, YMCA of Southern Nevada. Anthony Alegrete, president, Jump for Joy Foundation said "This increases our ability to serve this community and impact the children and families that need our help."

The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,687 Ys engage 21 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. The YMCA of Southern Nevada, established in 1944, invites community members to stay active at three Valley locations. For more information, visit [www.lasvegasyymca.org](http://www.lasvegasyymca.org).

For more information about Jump for Joy Foundation, CAMP JUMP and other ways to support and participate, visit our website at: [www.jumpforjoyfoundation.org](http://www.jumpforjoyfoundation.org).