



Media Contact
Tara Maras, Marketing Director
(702) 877-7248 or (702) 371-1751
tmaras@lasvegasyymca.org

For Immediate Release
March 11, 2010

**YMCA of Southern Nevada Invites Families to Put Play in Their Day on
YMCA Healthy Kids® Day, April 17**
Free, fun activities planned for YMCA branches

Las Vegas – As part of a nationwide effort to get kids and families moving, the YMCA of Southern Nevada invites the public to attend YMCA Healthy Kids Day events on Saturday, April 17 from 10 a.m. to noon. Activities are free and open to the public at the Bill & Lillie Heinrich YMCA, 4141 Meadows Lane, Durango Hills Community Center YMCA, 3521 N. Durango Drive, and Centennial Hills Community Center YMCA, 6601 N. Buffalo Drive. YMCA Healthy Kids Day is locally sponsored by The Valley Health System.

YMCA Healthy Kids Day, the nation's largest health day for kids and families, will locally feature fun, engaging and creative activities that foster healthy living. Resources from area organizations will help educate attendees about making healthy choices. Interactive games, health screenings and exciting demonstrations that highlight the benefits of YMCA activities like sports, aquatics, martial arts and group wellness classes will be included. Offerings vary by location.

In celebration of Healthy Kids Day, the YMCA of Southern Nevada will waive the joining fee and include a free program to any family or individual who enrolls as a YMCA member during the April 17 event.

"Keeping kids healthy is at the core of what the YMCA represents," said Mike Lubbe, YMCA President & CEO. "The word 'exercise' doesn't sound like fun, especially to kids, but getting them moving through active play is the key to building lifelong healthy habits."

Experts recommend that kids engage in at least 60 minutes of physical activity daily. Studies show that youth who consistently play are happier, healthier and develop motor and social skills, problem solving abilities and creativity. They tend to have higher self-esteem and perform better academically.

The YMCA of Southern Nevada offers simple ways to put more play in kids' days.

1. Make physical activity a regular part of family playtime to set the foundation for an active lifestyle.
2. Allow unstructured playtime, including indoor, outdoor, active and inactive play.
3. Reintroduce the classics like hopscotch, jump rope and Simon Says.
4. Limit screen time and use of electronic media.

"Our goal is to build a lifetime of love for physical activity," said Lubbe. "Play isn't a chore, it's healthy activity that brings joy and allows a kid to just be a kid."

More than 700,000 people are expected to participate in YMCA Healthy Kids Day events at nearly 1,500 YMCAs nationwide. For more information, visit lasvegasyymca.org.

About the YMCA of Southern Nevada

The YMCA of Southern Nevada has been setting the pace for family wellness since 1944. A nonprofit organization led by a volunteer board of directors, the YMCA is dedicated to building strong kids, strong families, and strong communities through aquatic, health and fitness, youth and family, and sports programs for individuals of every age and fitness level. Three branches are located throughout the Las Vegas Valley: Bill & Lillie Heinrich YMCA, 4141 Meadows Lane; the City of Las Vegas Durango Hills Community Center, Operated by the YMCA, 3521 N. Durango Dr., and the City of Las Vegas Centennial Hills Community Center, Operated by the YMCA, 6601 N. Buffalo Dr. No one is turned away because of an inability to pay. For information, call (702) 877-9622 or visit lasvegasyymca.org.

###