



**For Immediate Release**  
November 18, 2009

**Media Contact**  
Tara Maras, YMCA of Southern Nevada  
(702) 877-7248  
tmaras@lasvegasyymca.org

## **YMCA of Southern Nevada Raises \$587,190 to Support Youth and Families *Annual Strong Kids Campaign Provides Needed Assistance***

**Las Vegas** – Under the leadership of Rod Martin, YMCA board chairman and vice president and director of development at Majestic Realty Co.; Larry Seedig, president and CEO of USAA Savings Bank; and Greg Heinrich, president of Fairway Chevrolet, the YMCA of Southern Nevada Strong Kids Campaign raised \$587,190 in contributions to support membership scholarships and programs that change lives.

The YMCA's volunteer board of directors, comprised of nearly 30 local leaders, secured charitable donations from 430 community members and businesses raise \$587,190 and exceed the campaign goal of \$575,000. The campaign saw a 2 percent increase in donations over last year, which generated \$576,200 in contributions and assisted more than 13,000 community members.

Proceeds from the Strong Kids Campaign subsidize programs and provide scholarships to make the YMCA accessible to youth and families who might not otherwise be able to afford it. Campaign funds create low- or no-cost opportunities for Southern Nevadans to benefit from day camp, swim lessons, organized sports and wellness programs, among others.

"These generous gifts provide opportunities for kids and families to thrive and develop healthy lifestyle habits through the YMCA," said Mike Lubbe, YMCA president and CEO. "At the Y, kids learn how to swim and moms learn proper weightlifting form, but they also learn about caring, honesty, respect and responsibility—core values that strengthen families and build self-esteem."

Lubbe cited the YMCA's Back on Track program, which provides free six-month memberships to unemployed individuals and their families, as a timely application of donated funds. Since launching the program on October 7, 2009, the YMCA has provided an average of 100 memberships each week.

"We're helping families reconnect and focus on wellness amidst the stress of unemployment situations," Lubbe said. "Our volunteers deserve enormous credit for exceeding the campaign goal in this challenging economy so we can meet our mission and serve the community in a variety of ways."

### **About the YMCA of Southern Nevada**

The YMCA of Southern Nevada has been setting the pace for family fitness and recreation in the Las Vegas Valley 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 sporting programs for individuals of every age and fitness level. Three branches are conveniently located throughout the Las Vegas Valley: the 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 more information, call (702) 877-9622 or visit [www.lasvegasyymca.org](http://www.lasvegasyymca.org).

###