



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

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It's a Play Date: The Y's Healthy Kids Day™ Aims to Get Families Moving on Saturday, April 16

Free, fun activities planned for all Y locations

Las Vegas (March 9, 2011) – The YMCA of Southern Nevada encourages all kids and parents to visit the Y on Saturday, April 16 for a play date and to commit to being active. It's the aim of the Y's Healthy Kids Day™ – the nation's largest health day for families. The free event will be held from 10 a.m. to noon at all Y locations: Heinrich YMCA, 4141 Meadows Lane; Durango Hills Community Center YMCA, 3521 N. Durango Dr. and Centennial Hills Community Center YMCA, 6601 N. Buffalo Dr. The free event will feature games, face painting, family entertainment, wellness screenings, a vendor fair, hands-only CPR training and demonstrations in everything from martial arts to Zumba. Offerings vary by location.

To celebrate Healthy Kids Day and promote wellness, the Y will waive its joining fee and include a free program for any family or individual who enrolls as a member during the April 16 event. This offer is valued at up to \$150.

As a leading nonprofit strengthening community through healthy living, the Y's Healthy Kids Day teaches good habits to kids and inspires a lifetime love of physical activity. According to the Centers for Disease Control and Prevention, one in three children are overweight or obese. Y leaders believe it's critical to instill healthier habits in youth.

"We know parents struggle to find the time to incorporate active play and healthier habits into their kids' routines," said Mike Lubbe, YMCA president and CEO. "It doesn't have to require extra money or equipment. It's as simple as making a play date with the kids, with two key requirements – be active and have fun."

As part of Healthy Kids Day, the Y encourages families to make play dates as an easy way to become more active and connected. The Y recommends five family activities:

- 1. Hold Game Night:** Play games that incorporate physical activity, such as charades.
- 2. Dance, Dance, Dance:** Turn on your favorite party music and let loose! Have a family dance contest.
- 3. Ride Away:** Find a bike path or park for outdoor fun. Grab your helmets – go rollerblading or bike riding.
- 4. Channel Your Inner Kid:** Remember playing hopscotch, jump rope, Simon Says or freeze tag? Teach your favorite childhood game to your kids and play together.
- 5. Play Outside:** Camp out in your backyard. Head to the park to play soccer, kickball or baseball.

More than 1,600 Ys across the U.S. will celebrate Healthy Kids Day, with 700,000 families expected to attend. Nationally, Healthy Kids Day is supported by the Dodge brand, PepsiCo and Sam's Club. Locally, Healthy Kids Day is supported by dozens of community businesses and health organizations, in addition to Clear Channel Las Vegas (Sunny 106.5 KSNE, Vegas Country 95.5 KWNR and 93.1 The Party KPLV). During Centennial Hills YMCA's Healthy Kids Day event, Clear Channel Las Vegas on-air personalities will announce the 1st, 2nd and 3rd place winners of their "That Baby" online photo contest (visit www.ksne.com, www.kwnr.com and www.931theparty.com for contest details). "That Baby" runs from March 21 – April 16, with the contest culminating at Healthy Kids Day. For more information, visit www.lasvegasyymca.org.

the Y

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 the Bill & Lillie Heinrich YMCA, 4141 Meadows Lane; the City of Las Vegas Durango Hills Community Center, Operated by the YMCA, 3521 N. Durango Drive and the City of Las Vegas Centennial Hills Community Center, Operated by the YMCA, 6601 N. Buffalo Drive. No one is turned away because of an inability to pay. Visit www.lasvegasyymca.org or call (702) 877-9622.

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