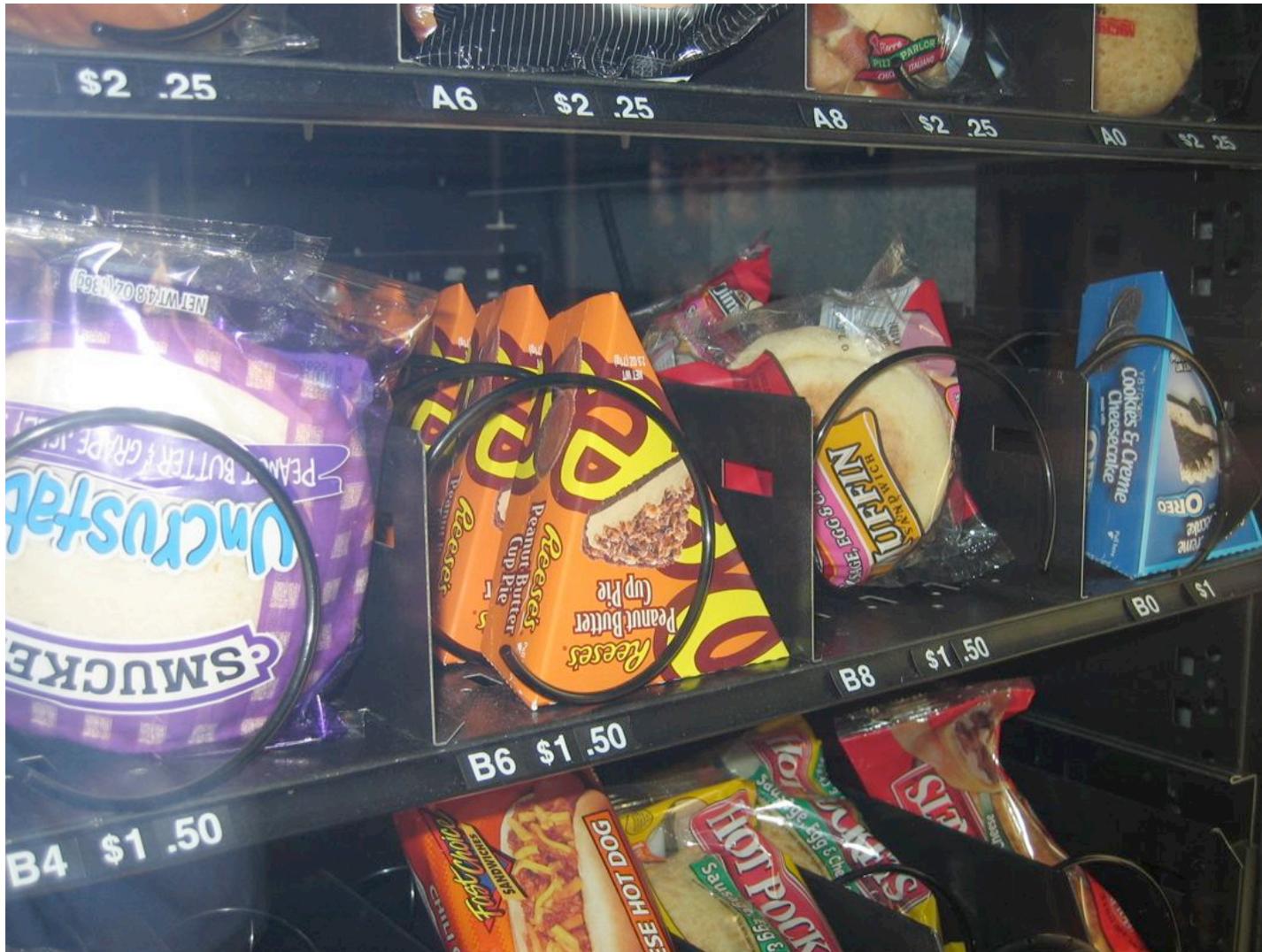


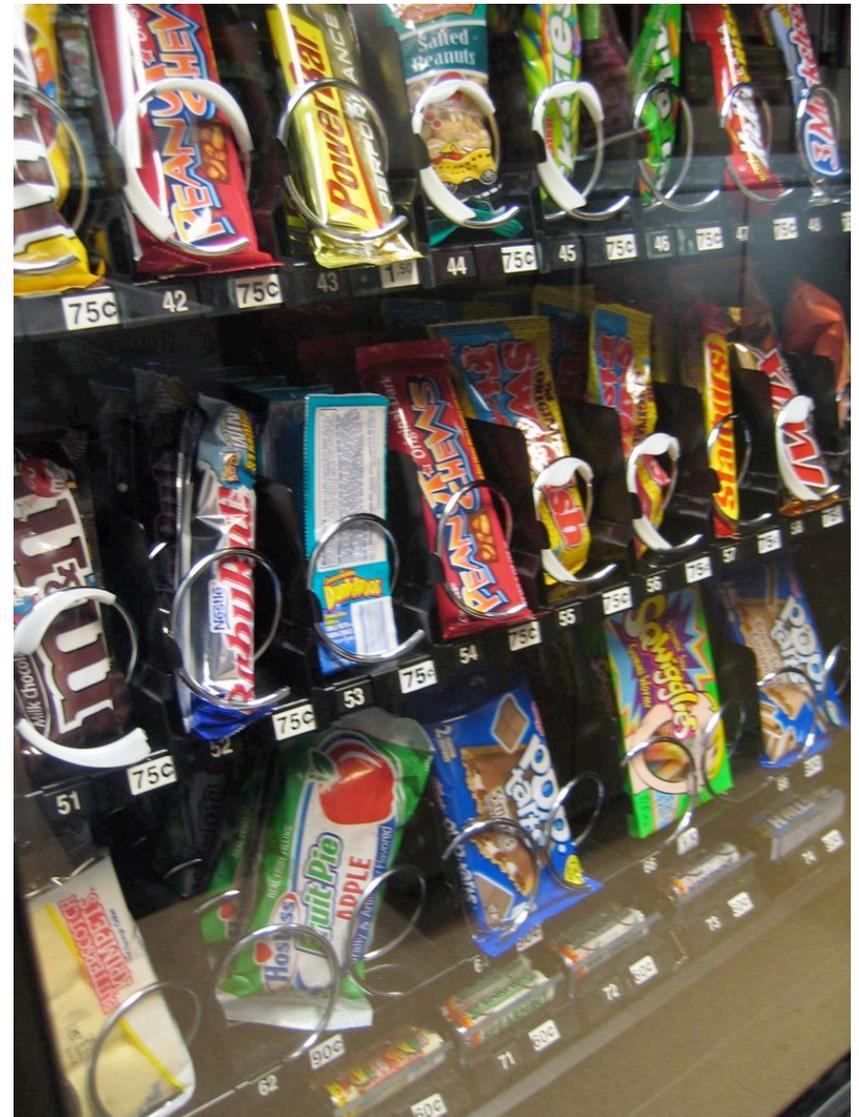
YMCA's Mission

- Together, the nation's 2,617 YMCAs are the largest not-for-profit community service organization in America, working to meet the **health** and human service needs of 20.2 million men, women and children in 10,000 communities in the United States.
- The purpose of the Phoenixville Area Young Men's Christian Association is to improve the **quality of life** in our community by offering programs, services, and facilities that **promote** strong families, **good health, fitness, wellness,** community services, youth and adult development and equality for all.
- YMCA Healthy Kids Day is a free, fun-filled day of activities designed to **promote healthy kids and families** in spirit, mind and **body...**
- ***“YMCAs across the country are uniquely qualified and positioned to impact our country's growing obesity, chronic disease and health crises,”***
Neil Nicoll, YMCA USA CEO.

Does This Fit YMCA's Mission?



Or This...?

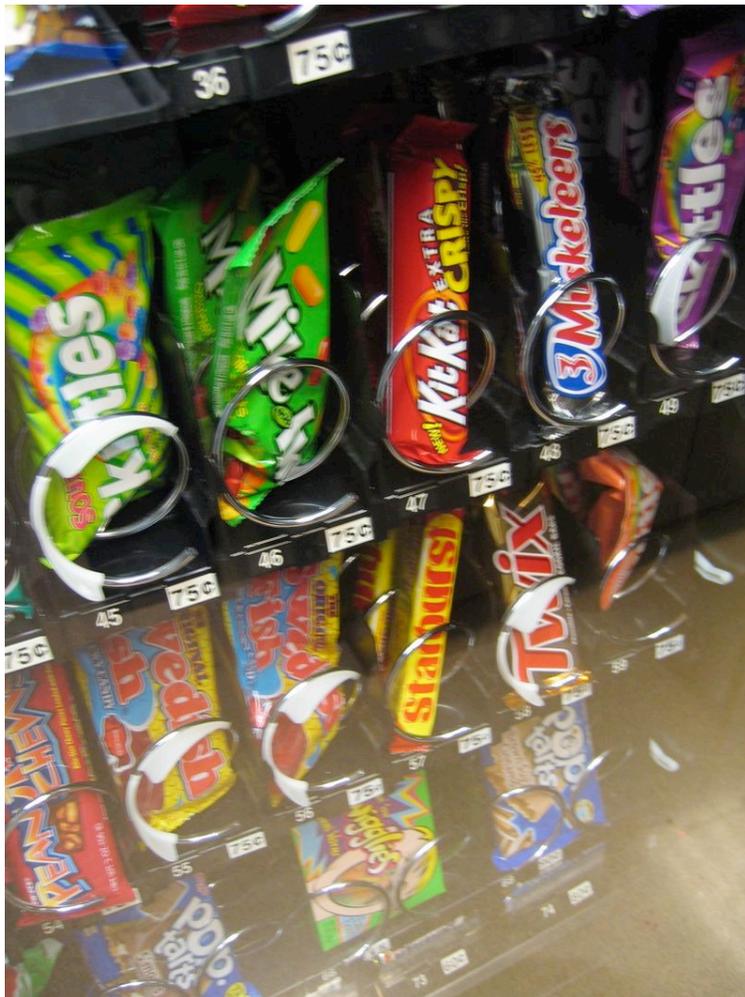




Or This...?



Or This...?

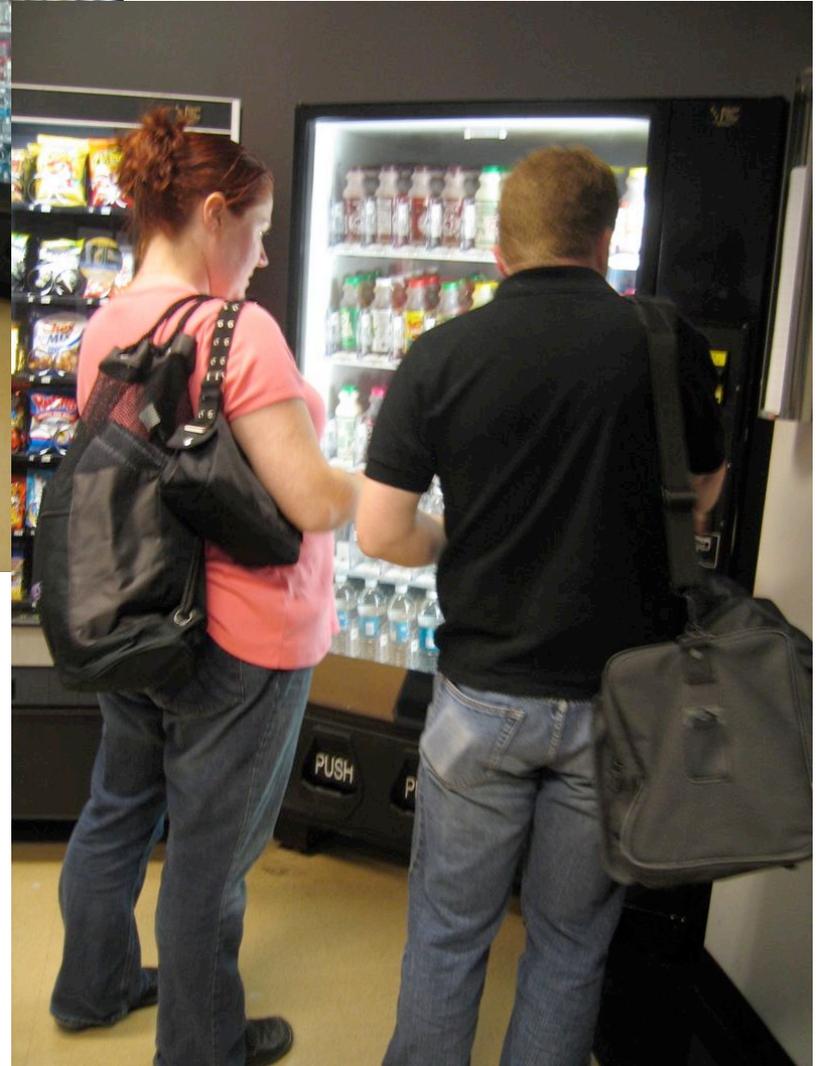


And...





Because...



They Trust Us...The YMCA



Let's Fulfill the Promise of Our YMCA

- Ensure all food items at the YMCA (sold in vending machines or cafes, given away, or provided as part of childcare) are complementary to the YMCA's mission statement. (Remove deep fryer and soda.)
- Sell only beverages compliant to health and wellness including Water, Skim or 1% Milk, 100% Fruit Juice.
- Eliminate all food or beverage items containing toxins as noted by the YMCA's nutritionist: partially-hydrogenated oil (trans fat); high fructose corn syrup; artificial colors, sweeteners, flavors; MSG; nitrates/nitrites; synthetic hormones; antibiotics.
- Re-cast the Café as a haven of healthful and plentiful food options: whole grains, all-natural, fresh fruit, fresh veggies, authentic smoothies, a juice bar.
- Create a model atmosphere at all Phoenixville Area YMCA's to garner positive PR and provide a genuine atmosphere of health and wellness.
- Start making changes **today** by setting guidelines for vendors, educating staff, educating members...and **complete change before Summer 2007**.

Thank You!