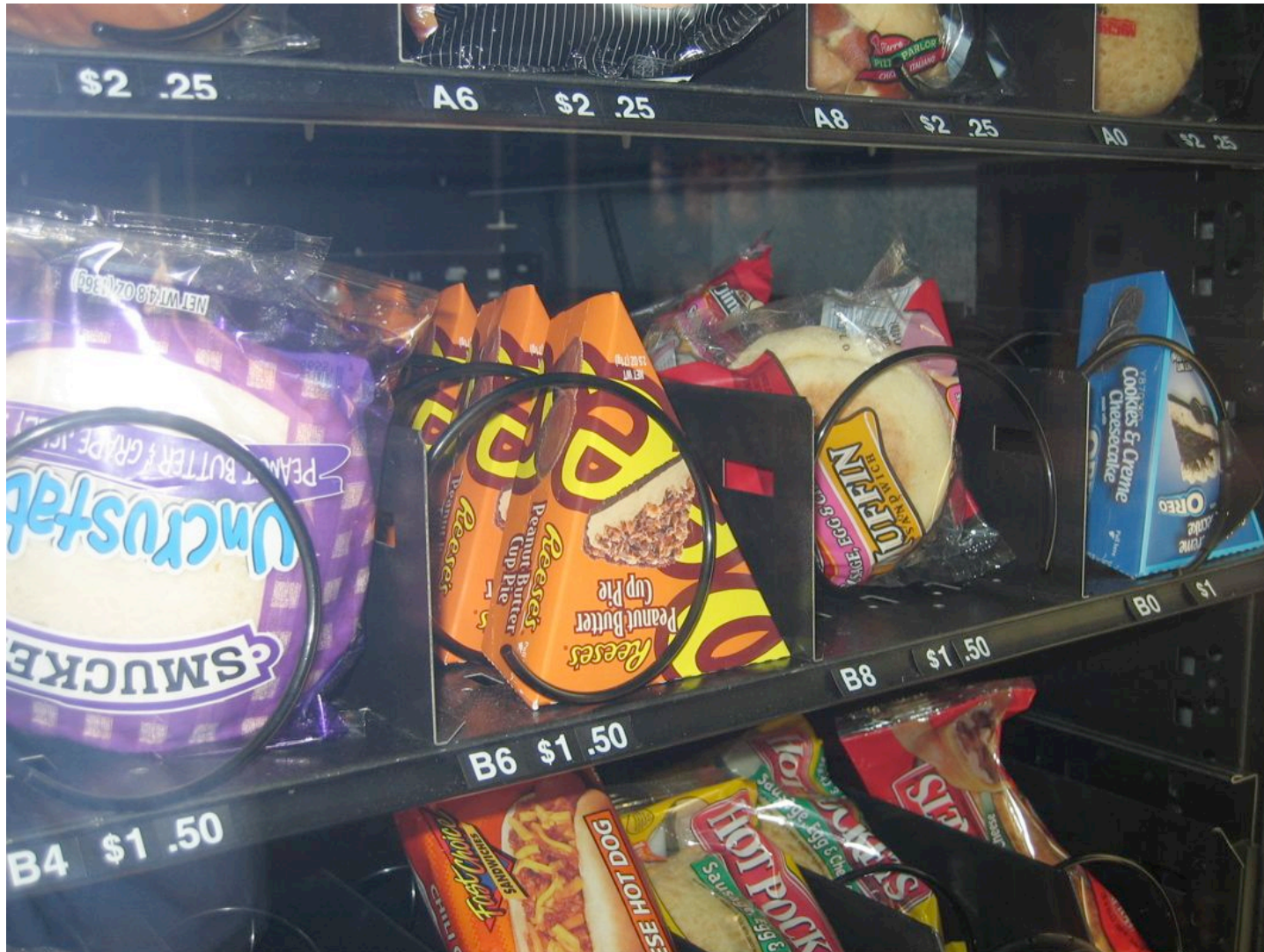


# YMCA's Mission

- 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.

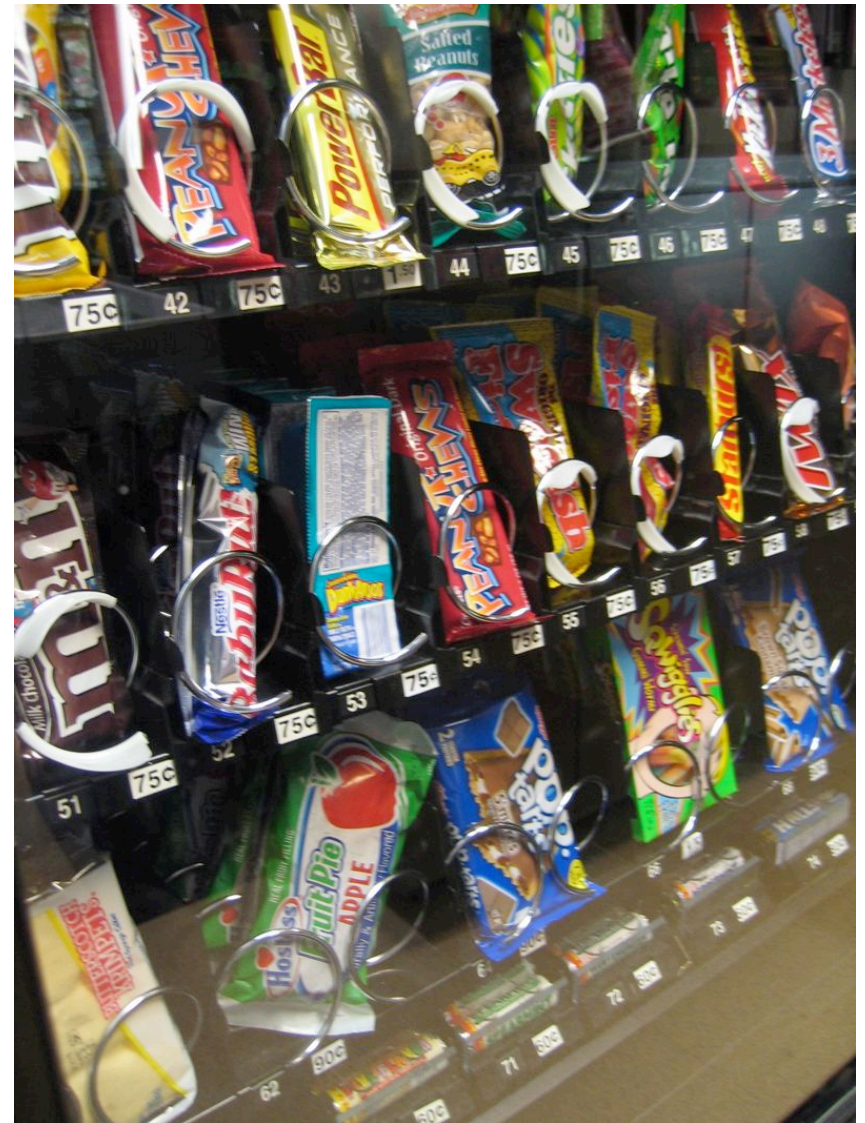
# Does This Fit YMCA's Mission?



# Or This...?



Or This...?

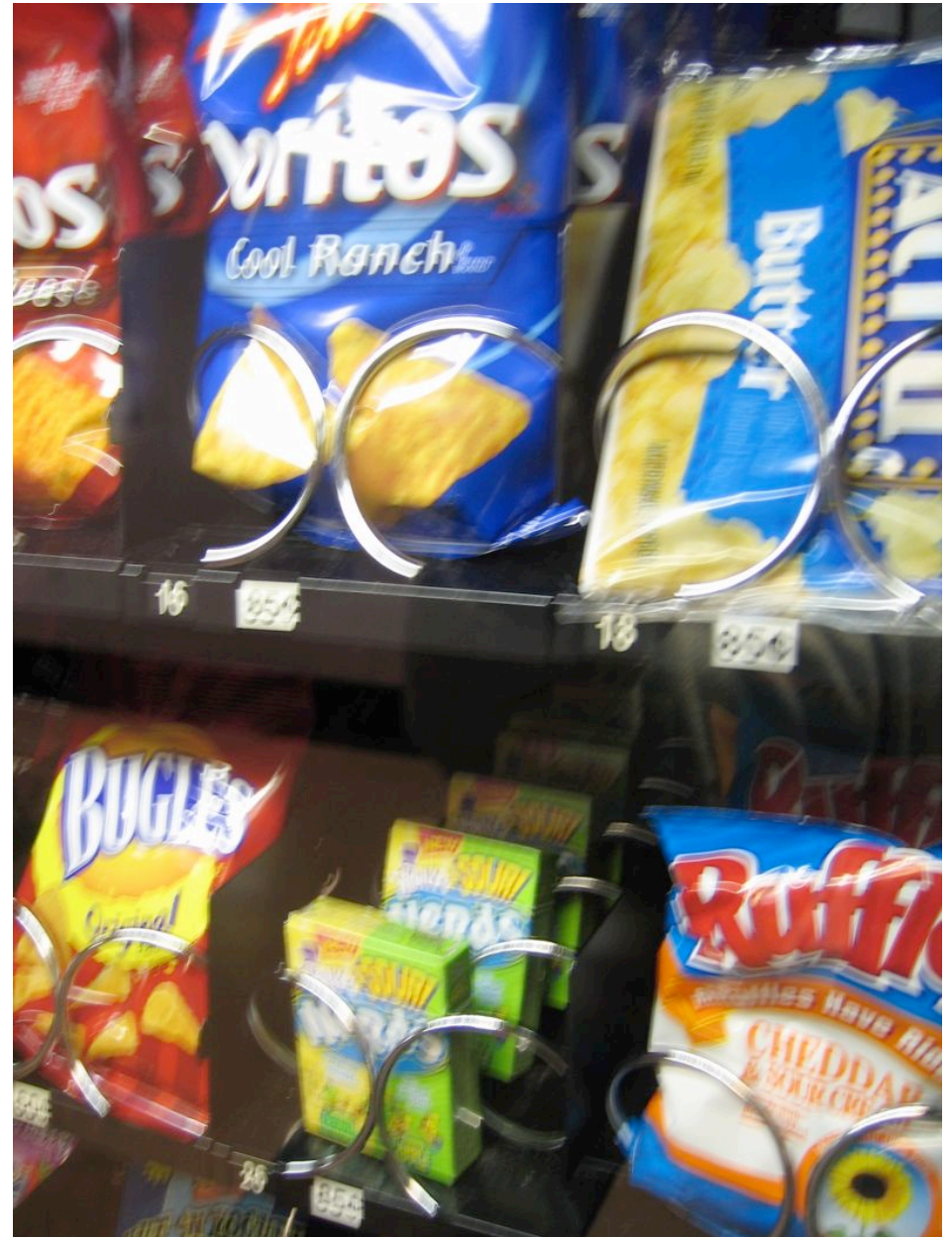
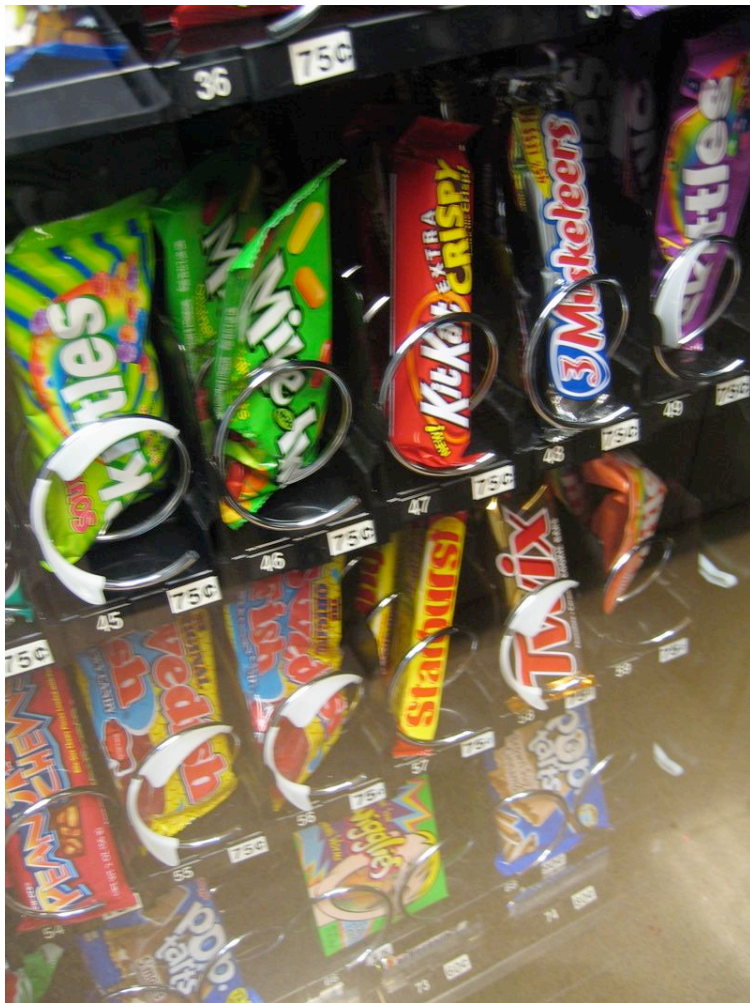




Or This...?



Or This...?



So In The Name Of...

Join us for  
**YMCA Healthy Kids® Day**  
 Saturday, April 14\*

**Y KIDS DAY**—the nation's largest health day for children—is an annual event that supports the healthy growth and development of kids. In recent years, YMCA Healthy Kids Day has grown to involve almost 500,000 children and families in nearly 1,500 communities across the country. Healthy Kids Day activities at Ys include health screenings, active games and sports, nutritious snacks, family aerobics, water safety demonstrations, veggie tasting, scavenger hunts, cooking demonstrations, car seat checks, arts and crafts and family fun walks.

Y KIDS DAY is part of YMCA Activate America™, the YMCA's national initiative designed to help children and adults discover and sustain healthier ways to live. YMCAs are making communities to promote healthy living and are collaborating with other community partners—hospitals, schools, parks and recreation departments—to magnify the impact of their efforts. As the nation's oldest and largest community-based organization with a mission dedicated to health and wellness, YMCAs across the country are uniquely qualified and positioned to impact our country's growing obesity, chronic disease and health crises.

Ask about YMCA Healthy Kids Day activities and the YMCA Activate America initiative at your Y, and for additional resources on healthy living, visit [www.ymca.net](http://www.ymca.net).

\*Please note, some YMCAs may have different event dates.

Activate America™, the YMCA's national initiative designed to help children and adults discover and sustain healthier ways to live. YMCAs are making communities to promote healthy living and are collaborating with other community partners—hospitals, schools, parks and recreation departments—to magnify the impact of their efforts. As the nation's oldest and largest community-based organization with a mission dedicated to health and wellness, YMCAs across the country are uniquely qualified and positioned to impact our country's growing obesity, chronic disease and health crises.

Y KIDS DAY is part of YMCA Activate America™, the YMCA's national initiative designed to help children and adults discover and sustain healthier ways to live. YMCAs are making communities to promote healthy living and are collaborating with other community partners—hospitals, schools, parks and recreation departments—to magnify the impact of their efforts. As the nation's oldest and largest community-based organization with a mission dedicated to health and wellness, YMCAs across the country are uniquely qualified and positioned to impact our country's growing obesity, chronic disease and health crises.

Ask about YMCA Healthy Kids Day activities and the YMCA Activate America initiative at your Y, and for additional resources on healthy living, visit [www.ymca.net](http://www.ymca.net).

\*Please note, some YMCAs may have different event dates.

USA, Opti

MEMBERNEWS  
 WWW.YMCA.NET

Join us for  
**YMCA Healthy Kids® Day**  
 Saturday, April 14\*

**POWER FOODS**

BEST BETS FOR EATING WELL  
 These 10 health foods are some of the healthiest because they meet at least three of the following criteria:

- Are a good or excellent source of fiber, vitamins, minerals and other nutrients
- Are high in phytonutrients and antioxidant compounds, such as vitamins A and E, and beta carotene
- May help reduce the risk of heart disease and other health conditions
- Are low in calorie-density, meaning you get a larger portion size with fewer number of calories
- Are readily available

Apples	Salmon
Almonds	Spinach
Blueberries	Sweet potatoes
Broccoli	Vegetable juice
Red beans	Wheat germ

**Y HISTORY** Out of the reading rooms, into the taverns

In 1866, YMCA volunteers in Providence, R.I., wondered how to reach the young men who had no interest in lectures and libraries (two major offerings of early YMCAs). They decided to take their Christian message straight into what Harper's Magazine writer Lyman Abbott in 1870 called "the very haunts and dens of infamy and shame": saloons! Volunteers entered saloons with the goal of inviting patrons to prayer meetings that night. One saloon proprietor welcomed workers and even offered to host the meeting, perhaps anticipating additional customers. As Abbott wrote, "The saloon was crowded indeed, but there was little drinking, and no gambling. It did not pay. The proprietor forbade further gatherings, but found it easier to open his doors than to close them. The pressure was so strong that he couldn't resist. The drinking saloon became a house of prayer. The conscience of the proprietor himself was touched."

Y KIDS DAY is part of YMCA Activate America™, the YMCA's national initiative designed to help children and adults discover and sustain healthier ways to live. YMCAs are making communities to promote healthy living and are collaborating with other community partners—hospitals, schools, parks and recreation departments—to magnify the impact of their efforts. As the nation's oldest and largest community-based organization with a mission dedicated to health and wellness, YMCAs across the country are uniquely qualified and positioned to impact our country's growing obesity, chronic disease and health crises.

Ask about YMCA Healthy Kids Day activities and the YMCA Activate America initiative at your Y, and for additional resources on healthy living, visit [www.ymca.net](http://www.ymca.net).

\*Please note, some YMCAs may have different event dates.

USA, Opti

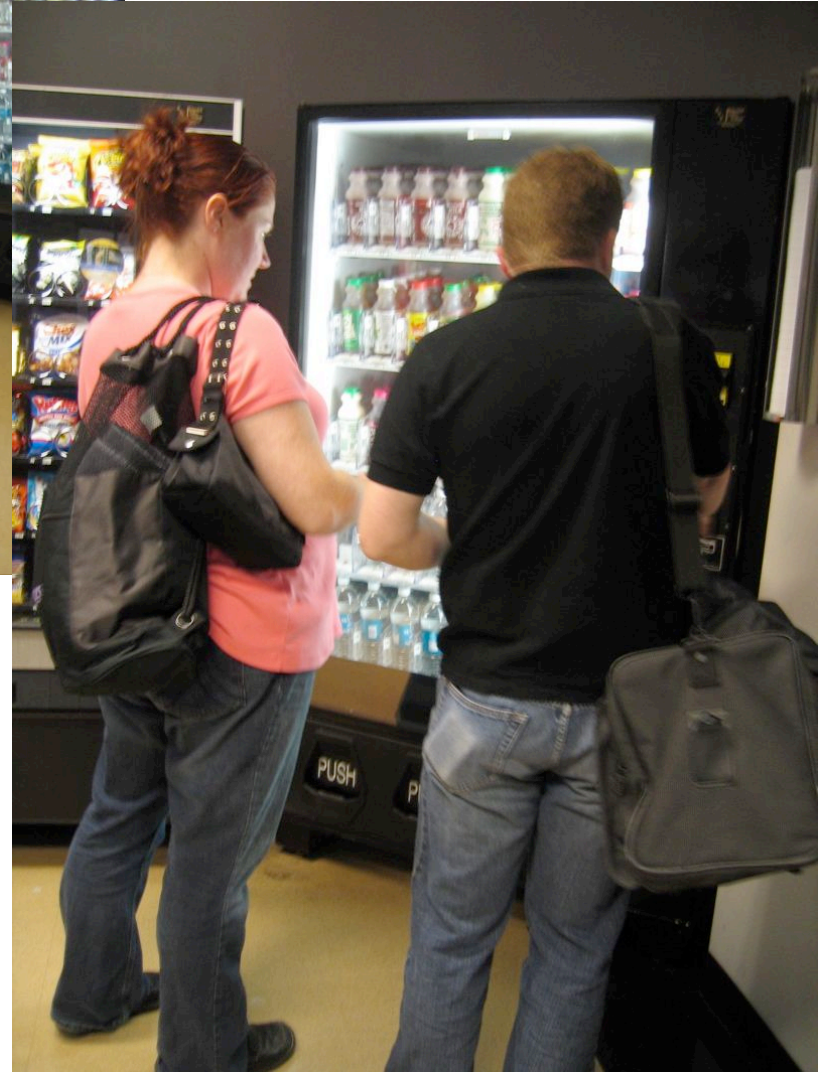
And...







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!