



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

FOR IMMEDIATE RELEASE

Contact:

Lilyvania Mikulski
rbb Public Relations
305-448-3425
Lilyvania.mikulski@rbbpr.com

Come Out and Play: YMCA's Healthy Kids Day™ Aims to Get Families Moving Through Play

MIAMI, April 8, 2011– On Saturday, April 16, the YMCA of Greater Miami is encouraging all kids and parents in Miami-Dade County to come to the Y for a play date and commit to being active every day. It's all part of the YMCA's Healthy Kids Day™ – the nation's largest health day for families. The free event will take place at the South Dade YMCA Family Center located at 9355 SW 134 Street Miami, FL from 11 a.m. to 2 p.m. The event will feature activities such as fun family games, healthy snacks, community health fair and screenings, and vendor expo. There will also be membership, summer camp and sports sign up. On that day, families will also be able to save up to \$80 as joining fees will be waived for people who register for membership that day.

As a leading non-profit strengthening community through healthy living, the Y holds Healthy Kids Day to teach healthy habits to kids and inspire a lifetime love of physical activity. At a time when one in three children in the United States are overweight or obese (according to the Centers for Disease Control and Prevention), developing healthier habits that include increased physical activity is more important *than ever*.

"At the Y, we know that parents struggle to find the time to incorporate more active play and healthier habits into their kids' daily routine," says Alfred Sanchez, president and CEO of the YMCA of Greater Miami. "Doing so doesn't have to require extra money or resources. It's as simple as making a play date with your kids, with two key requirements – be active and have fun!"

As part of Healthy Kids Day, the Y encourages families to make play dates everyday as a simple way to become healthier, more active and connected. The Y recommends five simple activities families can do to play together:

- 1. Schedule a Game Night:** Play games with the kids that incorporate physical activity, such as Charades.
- 2. Dance, Dance:** Turn on your favorite party music and dance! Make this activity more fun with a dance contest.

- 3. Go Riding:** Find a new bike path or park for a fun afternoon outdoors; grab your helmets and go rollerblading or bike riding.
- 4. Channel Your Inner Youth:** Remember playing hopscotch, jump rope, Simon Says or freeze tag as a kid? Teach your favorite childhood game to your kid(s) and play them together.
- 5. Play Outside:** Visit your neighborhood park or camp out in your backyard for some outdoor fun. Get everyone moving with fun sports like soccer, basketball or baseball.

YMCA's Healthy Kids Day is funded in part by The Children's Trust. The Trust is a dedicated source of revenue established by voter referendum to improve the lives of children and families in Miami-Dade County.

For more information, contact South Dade YMCA Family Center at 305-254-0310.

###

About YMCA of Greater Miami

With family centers throughout Miami-Dade and upper Monroe County, the YMCA of Greater of Miami is one of South Florida's leading non-profit organizations. The Y engages the South Florida community 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. Focusing on strengthening communities through youth development, healthy living and social responsibility, the Y offers services such as youth sports, aquatics, after-school, preschool and child care, summer camp, health and fitness programs, and membership. For more information about the YMCA of Greater Miami, call toll free 1-877-WOW-YMCA or visit www.ymcamiami.org.