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Media Alert

MIAMI - DALLAS SHOW DOWN CEO CHALLENGE PUTS YMCA CENTER COURT

Competition Starts Today – Tuesday, May 31, 2011

WHAT: While the Miami HEAT take on the Dallas Mavericks, the organization that invented basketball embarks on a challenge of its own. The YMCAs of Greater Miami and Metropolitan Dallas will compete to raise funds for underprivileged children to participate in summer camp and other youth development programs.

The community raising the most money throughout the NBA Finals wins bragging rights, of course, and the Y CEOs have an additional prize at stake. If the HEAT beat the Mavericks, a traditional cowboy hat from Dallas will be sent to YMCA of Greater Miami CEO Alfred Sanchez. And if the Mavericks prevail, Sanchez will be sending a traditional Guayabera to Dallas.

According to Sanchez, “While I have every confidence that Miami will triumph and that I will proudly wear my new Stetson; this competition really is a slam dunk for the underserved kids in both communities.”

HOW: The South Florida community can show its passion for the Miami HEAT and send more kids to summer camp and other Y programs by visiting ymcamiami.org and clicking “Donate Now” in the upper right. Donate \$1 or \$100, no amount is too small.

WHO: Alfred Sanchez, president and CEO of the YMCA of Greater Miami
Gordon Echtenkamp, president and CEO of the YMCA of Metropolitan Dallas

WHEN: Starting today, May 31 and running throughout the NBA Finals.

ABOUT THE Y: The YMCA of Greater Miami hosts more than 100 youth programs across Miami-Dade County and the Upper Keys. Youth programs at the Y provide children and teens with supervised activities that give kids the chance to have fun, improve their health, learn new things and reach their potential.

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