



YMCA

We build strong kids,
strong families, strong communities.

FOR IMMEDIATE RELEASE

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Hooper, Everest Lead YMCA Strong Kids Campaign

OKLAHOMA CITY (January 15, 2010) – The YMCA of Greater Oklahoma City kicked off its annual Strong Kids Campaign this week. Rhonda Hooper, Jordan Associates President and CEO, and Tricia Everest, General Counsel for Edmondson 2010, were selected to serve as Chair and Vice Chair of the 2010 campaign.

“Our goal this year is \$926,100 which will provide financial assistance for more than 10,000 children and families throughout the greater Oklahoma City area,” Hooper said. “I am proud to be involved in a campaign to help meet the growing needs of our community by providing financial assistance for individuals and families who want and need Y programs but cannot afford to participate.”

The YMCA Strong Kids Campaign is an annual event that raises funds to support a continuum of diverse and ongoing programs and services such as childcare, youth sports, camping, health and wellness, swimming and more.

“Few things are more important than a healthy lifestyle, strong community, positive role models and quality time spent together as a family,” Everest said. “That’s why this campaign is so important to me and to our community.”

Last year more than 3,000 donors contributed nearly \$830,000 to the Strong Kids Campaign. However, the Y gave out financial assistance totaling \$1.6 million to more than 9,500 individuals and families in the community.

“The need for financial assistance extends beyond our resources, which is why this is a critical campaign for the future of our community,” Hooper said. “Children and families in our community need and deserve the family-oriented programs and services the Y can provide.”

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The Strong Kids Campaign runs from Jan. 18 through March 9 with a victory celebration at the Farmer's Market in downtown Oklahoma City. Gifts to the Strong Kids Campaign can be made at any of the metro Y locations, by calling 297-7771 or at www.ymcaokc.org.

About the YMCA of Greater Oklahoma City

The YMCA of Greater Oklahoma City is a charitable, not-for-profit organization that serves children, families and adults of all ages, regardless of gender, race, abilities, or income. Major program areas include aquatic and water safety, youth sports, before and afterschool childcare, camping, health and wellness, teen leadership and community development. The YMCA served nearly 130,000 people in the greater Oklahoma City area last year. For more information please call (405) 297-7777 or visit www.ymcaokc.org.

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