



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**FOR IMMEDIATE RELEASE**

**Contact:**

Donna Gill Lisitano  
Marketing and Communications Director  
**CENTRAL CONNECTICUT COAST YMCA**  
1240 Chapel Street, New Haven, CT 06511  
P 203 777 9622 ext 2114 E dlisitano@cccymca.org

## **Branches of the Central Connecticut Coast YMCA Aim to Bring Out the Wow! Factor in Local Kids During 25<sup>th</sup> Annual Healthy Kids Day®**

*Event helps kids stay active and keep learning all summer long*

[New Haven, CT April 4, 2016]—On Saturday, April 30, the Lakewood-Trumbull YMCA, a Branch of the Central Connecticut Coast YMCA, is holding a free community event to inspire more kids to keep their minds *and* bodies active. This year marks the 25<sup>th</sup> annual YMCA's Healthy Kids Day®, the Y's national initiative to improve health and well-being for kids and families. The day-long event features activities such as youth exercise demos; a bounce house; face painting; local wellness vendors and physicians to motivate and teach families how to develop healthy routines at home.

YMCA's Healthy Kids Day, celebrated at over 1,300 Ys across the country by over 1.2 million participants, works to get more kids moving and learning, creating habits that they continue all summer long, which is a critical time for kids' health. When kids are out of school, they can face hurdles that prevent them from reaching their full potential. Research shows that without access to out-of-school physical and learning activities, kids fall behind academically. Kids also gain weight twice as fast during summer than the school year. As spring turns to summer, Healthy Kids Day is a powerful reminder not to let children idle away their summer days. Instead, the Y hopes to focus on wowing them with their potential and make this their best summer ever by staying active and learning.

"The Y believes in the potential of all children, and we strive to help kids find the Wow! factor inside themselves. A child's development is never on vacation and Healthy Kids Day is a great opportunity to educate families and motivate kids to stay active in spirit, mind and body throughout the summer," said Christian Engle, Senior President & COO, Central Connecticut Coast YMCA.

In celebration of YMCA's Healthy Kids Day, the Y offers the following tips to help families develop healthy habits:

- **High Five the Fruits and Veggies** – Make sure kids get at least five servings a day, the minimum number nutritionists recommend to maintain healthy childhood development. And to keep kids' taste buds evolving, have everyone in the family try at least one bite of a new fruit or vegetable at least once a month.

- **Foster an Early and Ongoing Passion for Books** – Read to and with your kids. Help children read at every age and every stage of their development.
- **Team Up for Athletic Events** – Set a family goal of great health by teaming up for community or charity events like races, walks, fun runs, bike rides, etc.
- **Volunteer Together** – Find a cause that matters to the kids. Open their eyes to a world beyond themselves and the rich rewards that come from making a difference.
- **Make sleep a priority** – Doctors recommend 10-12 hours of sleep a day for children ages 5-12 and 7-8 hours per night for adults. Sleep plays a critical role in maintaining our healthy immune system, metabolism, mood, memory, learning and other vital functions.

The Central Connecticut Coast YMCA's Healthy Kids Day events take place at various locations from 10am to 1pm and features fun, active play and educational activities. Detailed locations are listed on our web site.

For more information, contact the Central Connecticut Coast YMCA YMCA at 203 777 9622 or visit [ccymca.org](http://ccymca.org).

###

The Central Connecticut Coast YMCA is a charitable, not-for-profit, community service organization dedicated to putting Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all. The Y strengthens the foundations of communities and families through youth development, healthy living, and social responsibility in twenty-four towns and cities in the Greater Bridgeport and New Haven areas. Additionally, programs and services are offered through YMCA Camp Hi-Rock located in Mount Washington, MA.