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FOR HEALTHY LIVING
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Central Connecticut Coast YMCA Branches Keep Youth Moving, Learning and Exploring this Summer

[New Haven, CT April 16, 2013] –The Central Connecticut Coast YMCA branches are offering camp programs to give kids and teens an adventurous, active and healthy summer. YMCA camp programs offer youth fun and unique experiences with an opportunity to explore the outdoors, meet new friends, discover new interests and create memories that last a lifetime.

Nearly 50 percent of U.S. parents say technological distractions, such as television, cell phones or video games make it difficult to maintain a healthy lifestyle for their children, according to the latest findings of the YMCA's Family Health Snapshot, a survey that gauges children's activity levels during the school year. With more free time in summer, ensuring that kids practice healthy habits could be a greater challenge. The Y encourages parents to help their kids unplug from technology and explore all the Y's camp has to offer.

"Attending YMCA summer camp is a wonderful opportunity for kids to keep their minds and bodies active," says Pamela Hearn, Central Connecticut Coast YMCA Vice President of Financial Development. "When at Y summer camp, kids get to learn about nature, take on new responsibilities, gain independence, and develop essential social skills and new relationships. We really encourage parents to give their kids the gift of camp so that every child can benefit from the experience."

There are five reasons why children and teens should attend summer camp:

1. **ADVENTURE:** Summer camp is all about a wide variety of fun adventures and new experiences, and especially exploring the outdoors. YMCA camps have a new adventure for every child and teen. Visit www.cccymca.org for details.
2. **HEALTHY FUN:** Day and resident camps offer fun, stimulating activities that engage the body and mind, and also help children and teens learn the importance of nutrition to help improve their eating habits.
3. **PERSONAL GROWTH:** While being away from the routine back home, youth have a chance to learn new skills, and develop confidence and independence by taking on new responsibilities and challenges.
4. **NEW FRIENDSHIPS:** Amidst the fun of camp games, songs, swimming, canoeing and talent shows, campers meet new friends and strengthen existing friendships.

5. **MEMORIES:** Summer camp is an unforgettable experience that will give each camper memories (and campfire stories) that will last a lifetime. Youth return to school with plenty of camp stories to share!

The Central Connecticut Coast YMCA offers both day and resident camp experiences and to ensure that all youth have the chance to experience camp, the Central Connecticut Coast YMCA offers financial assistance to those in need through it's Strong Kids Campaign.

A leading nonprofit committed to nurturing the potential of youth, the Y has been a leader in providing summer camp for nearly 130 years. The Central Connecticut Coast YMCA continues to give youth an enriching, safe experience with caring staff and volunteers who model positive values that help build their kids' character.

For more information, visit www.cccymca.org or call (203) 777-9622.

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About the Central Connecticut Coast YMCA

The Central Connecticut Coast YMCA is a community service agency dedicated to addressing community needs that enrich families, promote health and wellness, develop youth and build self-esteem for all. YMCA membership and participation is open to everyone regardless of race or ethnic background, religious preference or ability to pay. In 2012, the CCC YMCA served 85,000 kids, families and adults in twenty-five towns and cities. Approximately 32,000 youth participated in child care, youth sports, summer camping and Youth in Government programs. 7,600 children took advantage of the Y's instructional swimming lessons; 34,500 youth and adults participated in health, wellness, education, physical activity and diabetes prevention programs and services. 1,700 people were served through one of our housing programs. The CCC YMCA also provided \$3 million in direct financial assistance to approximately 6,000 children, individuals and families. The Central Connecticut Coast Y is based in downtown New Haven with eleven Y branches in Greater New Haven and Greater Bridgeport while also operating YMCA Camp Hi-Rock, a 1,000 acre residential and day camp in Mt. Washington, Massachusetts. **W** cccymca.org **P** 203 777 9622