



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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FOR IMMEDIATE RELEASE

**CENTRAL CONNECTICUT COAST YMCA's Healthy Kids Day®
on April 27 Aims to Help Kids Exercise Minds and Bodies**

[New Haven, CT March 19, 2013] – On Saturday, April 27, the Central Connecticut Coast YMCA branches are celebrating YMCA's Healthy Kids Day® with free community events that encourage kids to get moving and learning, and families living healthier. Healthy Kids Day, the Y's national initiative to improve families' health and well-being, takes place at 1,900 Ys and kick-starts healthier behaviors now and throughout the summer, a critical out-of-school time for children's health.

Many U.S. children do not get the daily recommended hours of physical activity and reading, and daily amounts of healthy foods. According to the latest findings of the YMCA's Family Health Snapshot – a survey of parents that gauges their children's activity levels during the school year – **only 19 percent** of children get 60 minutes of physical activity, **only 17 percent** read books for fun, and **only 12 percent** eat at least eight fruits and vegetables daily.

"At the Central Connecticut Coast YMCA, we know parents struggle to keep their kids physically and intellectually active every day. We want to help ensure fewer kids are at risk of childhood obesity and more kids excel in school," said Christian Engle, Senior Vice President & COO, Central Connecticut Coast Y. "YMCA's Healthy Kids Day will get kids moving and learning while also helping families get a jump on creating a healthier summer, and ultimately a healthier future."

Research shows that without access to out-of-school physical and learning activities, kids fall behind academically and gain weight twice as fast during summer than the school year. On April 27, YMCA's Healthy Kids Day will help parents begin thinking early about what their kids need to grow and achieve all summer long.

The Central Connecticut Coast YMCA's Healthy Kids Day events on April 27, 2013 feature fun, active play and educational activities starting at 10:00 am at the following locations:

Branford Area:

Soundview Family YMCA, 628 East Main Street, Branford CT 06405 P 203 481 9622
W soundviewymca.org

Bridgeport Area:

Bridgeport YMCA, 850 Park Avenue, Bridgeport CT 06604 P 203 334 5551 W bridgeportymca.org

Ralphola Taylor Community Center YMCA, 790 Central Avenue, Bridgeport CT 06607 P 203 576 7430 W rtccymca.org

Fairfield Area:

Fairfield YMCA, 841 Old Post Road, Fairfield CT 06824 P 203 255 2834 W fairfieldy.org

Hamden/North Haven Area:

Hamden/North Haven YMCA, 1605 Sherman Avenue, Hamden CT 06514 P 203 248 6361 W hnhymca.org

Milford Area:

Woodruff Family YMCA, 631 Orange Avenue, Milford CT 06461 P 203 878 6501 W woodruffymca.org

New Haven Area:

New Haven YMCA Youth Center, 50 Howe Street, New Haven CT 06511 P 203 776 9622 W cccymca.org

Stratford Area:

Stratford YMCA, 3045 Main Street, Stratford CT 06614 P 203 375 5844 W stratfordymca.org

Trumbull/Monroe Area:

Lakewood-Trumbull YMCA, 20 Trefoil Drive, Trumbull CT 06611 P 203 445 9633
W lakewoodtrumbullymca.org

Valley Area:

Valley YMCA, 12 State Street, Ansonia CT 06401 P 203 736 9622 W valleyy.org

YMCA's Healthy Kids Day is supported by national media partners Sprout and Lazy Town, who are committed to encouraging kids to lead a healthy lifestyle.

For more information, contact the Central Connecticut Coast YMCA at 203 777 9622 or visit cccymca.org

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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