



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Media Contact:
Michael Digh
YMCA of Greensboro
336.854.8410 ext. 113
michael.digh@ymcagreensboro.org

A Brand New Day: The YMCA Unveils New Brand Strategy to Further Community Impact

Greensboro area communities to benefit from YMCA of Greensboro's focus on youth development, healthy living and social responsibility

Greensboro, N.C., July 12, 2010 – For the first time in 43 years, YMCA of the USA has unveiled a new brand strategy to increase understanding of the impact that YMCAs make in communities across the country. The YMCA has the unique capacity to address many of the challenges facing the nation today. Through its new brand strategy and framework, the nonprofit will extend its reach into communities to nurture the potential of youth and teens, improve the nation's health and well-being and provide opportunities to support neighbors.

The new brand strategy – the result of more than two years of analysis and research – was introduced today at a National Press Club event that included leaders from the philanthropic and nonprofit communities. As part of the event, the YMCA unveiled a new, more forward-looking logo that reflects the vibrancy and diversity of the organization, and a framework that focuses resources on three core areas: youth development, healthy living and social responsibility. In another major change, the nonprofit will be called "the Y" to align with how people most commonly refer to the organization. Ys across the country will fully transition to the new brand within five years.

"The YMCA of Greensboro is truly excited about the new brand strategy and the opportunity to engage more people in the areas of healthy living, social responsibility and youth development," said Greg Jones, president and CEO of the YMCA of Greensboro. "There are many exciting changes taking place at the Y – we are building momentum, and this strategy is getting everyone from our volunteers to our members and donors very excited."

“This is a very important, exciting time for the Y,” said Neil Nicoll, president and CEO of YMCA of the USA. “For 160 years, we’ve focused on changing lives for the better. Our commitment to building greater awareness for the important work we do will enable us to expand our efforts and further strengthen communities across the country.”

Today, across the United States, Ys are making a difference in three key areas of focus:

- **Youth Development: Nurturing the potential of every child and teen**
- **Healthy Living: Improving the nation’s health and well-being**
- **Social Responsibility: Giving back and providing support to our neighbors**

“In the Greensboro area, we are focusing on the critical need for nurturing the potential of each child and teen; for example, our Black and Latino Achievers program, in connection with the Center for Creative Leadership, links teens with mentors who help them in college and career choices. Our pilot program with United Healthcare and Moses Cone Health System targets healthy weight and other factors to help prevent and reduce chronic diseases. Our focus on social responsibility includes advocacy with our policy leaders for healthy living and our continued focus on giving back, through financial assistance in the form of scholarships, which nurture and support our neighbors who need the Y’s vital programs,” said Jones.

The Y’s former logo had been in place since 1967 and was the organization’s sixth since its inception. The refreshed logo, with its multiple color options and new, contemporary look, better reflects the vibrancy of the Y and the diversity of the communities it serves. The new logo’s bold, active and welcoming shape symbolizes the Y’s commitment to personal and social progress.

the Y

The mission of the YMCA of Greensboro is to put Judeo-Christian principles into practice through programs that build a healthy spirit, mind, and body for all.

The Y is one of the nation’s leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,687 Ys engage 21 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation’s health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.