



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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MEDIA ADVISORY // FOR IMMEDIATE RELEASE

Spears Family YMCA Awarded *PepsiCo Healthy Living* Grant

Greensboro, N.C., November 1, 2010 – Spears Family YMCA recently received a 2010 Healthy Living grant worth \$2,500 by PepsiCo. PepsiCo has been a mission sponsor of YMCA of the USA since 1998. The PepsiCo foundation grants are focused on effective programs that concentrate on nutrition and activity.

The Healthy Living initiative is related to *Activate America*, a long-term program created to build and promote the YMCA's abilities to help more Americans live healthier lives and in a supportive environment. PepsiCo contributed \$1 million in both 2005 and 2006 to the YMCA's transformation process, which is the force behind Activate America's ability to reach "health seekers" and their families.

Spears Y will be using the grant in their "Fit-Tween" 6-week program. "This grant will be used to engage pre-teens in activities that they can continue throughout their lives, not activities dependent on a team but that can be done as a group or individual. Some examples are running, dancing and toga. It is a structured program that will run in early spring of 2011 so that some of the activities can be held outside as well," said Beth McKinney, wellness director at the Spears Y. "I am excited that I get to use all the ideas that I've researched over the last few months and implement them," she stated.

The Fit-Tween program will meet twice weekly and hold 15 participants each. The sessions include fit activities as well as healthy snack preparation and sampling. Tweens will also participate in a fun run at a local organized race. The success of the program will be determined by a fitness test at the start and end of the session.

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 leading the way as the nation's leading non-profit committed to strengthening communities through youth development, healthy living and social development.

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