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FOR IMMEDIATE RELEASE

**Team Up with the YMCA to Give Children
In Your Community a Bright Beginning**

Greensboro, N.C., August 7, 2009 – The YMCA of Greensboro is gearing up to take deserving children back-to-school shopping with their annual Bright Beginnings program. Bright Beginnings aides in outfitting underprivileged children with not only the clothes but also the confidence they need to start off the school year right. Over the past 10 years, this program has served more than 1,600 children in the community by pairing them with a “shopping buddy” and letting them choose clothes and school supplies.

The Bright Beginnings program is made possible with the support of American Express, Lincoln Financial Foundation, Walmart, Target, and individual donors and volunteers.

It is estimated that over 350 children will participate in our local shopping trips slated to start this month. Each branch’s scheduled shopping trip will occur during a weeknight from 5:30 p.m. until 8:30 p.m., and the dates are listed as follows:

Bryan Family YMCA: August 11, 12, and 13
Hayes Taylor Memorial YMCA: August 14
Ragsdale Family YMCA: August 13 and 18
Reidsville Family YMCA: August 17 and 18
Spears Family YMCA: August 18, 19*, and 20
Stoney Creek YMCA: August 12

*Indicates a day trip with American Express employees only

There is still time for community members to volunteer as a “shopping buddy,” or to donate supplies or funds. A donation of \$150.00 provides a child with two outfits, shoes, socks, underwear and a sweater or jacket. Contributions of all amounts are graciously accepted. Contact your local participating YMCA or Bright Beginnings coordinator Nancy Calkins at (336) 854-8410 for additional information.

For 120 years, the mission of the YMCA is to put Judeo-Christian principles into practice through programs that build a healthy spirit, mind, and body for all. We build strong kids, strong families, and strong communities.

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