



Shine On

For Immediate Release
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YMCA Move For Kids Returns April 13th

With 300 Hours of Collective Movement across Niagara in Support of Kids

The YMCA of Niagara is excited to announce the return of the Move for Kids event on April 13, 2024. The event promises to unite the community through 300 hours of collective movement and activities aimed at fostering fitness and fun while raising funds to support the health and well-being of children in our region.

Jen Schmaltz, General Manager of Marketing and Philanthropy, invites everyone to "Be part of the MOVE-ment! As we embark on activities from spinning to swimming, each revolution of the spin bike and every heartbeat contributes to a meaning-filled cause. Community enthusiasm and generosity act as the catalysts to break down barriers and change lives."

The event, spanning across Niagara, calls on community members to support children and their families by providing access to life-changing services and programs offered by YMCA of Niagara. "We invite you to be part of this vibrant day filled with community connections, to help us reach our goal of supporting kids in Niagara. Together, we can create opportunities for them to grow, lead, thrive, and belong," Jen Schmaltz adds.

The upcoming Move for Kids event symbolizes more than just physical activity; it marks the resurgence of YMCA fitness centres as essential, dynamic community focal points. Ben McDermott, General Manager of Health, Fitness and Aquatics, is enthusiastic about the positive energy and community spirit that the event will bring. "Our dedicated teams across Port Colborne, Grimsby, and Welland are energized to be leading this event's revival. It's about celebrating wellness, community engagement, and making a meaningful difference," he says.

In the Niagara community, there is a significant need for support among young people when it comes to accessing YMCA programs. In fact, 1 in 5 kids in YMCA programs can participate as a direct result of generous donations. Jen Schmaltz points out the importance of community involvement: "Through your participation, we're able to MOVE the dial on support, opening doors for our children and youth to be involved in memorable experiences like Summer Day Camp, life-saving Swim Lessons, and inclusive Community Youth Initiatives."

"This MOVE-ment is powered by people. We welcome everyone to dive into a swim session, move as a family, or have office teams take over a spin class. Every action, big or small, propels our mission forward," McDermott underscores. "Your involvement makes a tangible difference, bringing health and well-being to children across our communities."

To join the movement or for more information, visit the [YMCA Niagara Move for Kids event page](#).

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For Media Inquiries:

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About YMCA of Niagara

The YMCA of Niagara is a charitable organization dedicated to building healthy communities by nurturing the potential of children, youth, and families, promoting healthy living, and fostering social responsibility. With a focus on inclusivity, the YMCA offers a wide range of programs and services to empower individuals and create a positive impact on the Niagara region. To learn more, visit www.ymcaniagara.org.