



FOR IMMEDIATE RELEASE

## YMCA Launches National 'Shine On' Campaign to Showcase Impact Across Canada

September 17, 2024 — St. Catharines, ON — The YMCA launches its first-ever national advertising campaign to connect more people to its programs and shine a light on the Y's charitable impact. Initially developed by the YMCA of Greater Toronto, the Shine On brand awareness campaign will now reach all markets across Canada.

The campaign emphasizes the importance of belonging, meaningful employment, and physical and mental health. It conveys that no matter the obstacles or setbacks, the Y is a welcoming place offering support, positivity, and guidance, empowering individuals to achieve their full potential.

The YMCA's charitable impact is also highlighted, with messaging that assures potential donors their support will help people overcome personal challenges and underscores the life-changing difference the Y can make.

"For over 170 years, the YMCA in Canada has ignited the potential in people, helping them grow, lead, and give back to their communities," says Kelly Hardy, Vice President, Marketing & Communications, YMCA Canada. "This campaign embodies our Shine On brand, showcasing the diverse YMCA programming available across Canada. As a charity, we witness the profound impact of providing support, expertise, and positivity—creating programs and spaces where everyone can find a true sense of belonging and become their best selves."

Jen Schmaltz, General Manager of Marketing and Philanthropy at the YMCA of Niagara, adds, "It's incredible to link arms with YMCAs across Canada to amplify our voices, mission and impact. What better way to shine bright than as one cohesive unit with a common and very powerful message?"

The campaign's centerpiece is a hero video, which can be [viewed here](#). The two-and-a-half-minute spot features emotional human stories highlighting the benefits of Y programs and services, demonstrating how the Y helps people realize their potential.

Peterborough-based creative agency Outpost379 developed the creative strategy and design, and Onist Media developed the media plan for the campaign. The campaign will be in market until December 2024 and showcased as TV commercials, digital ads, and podcast spots with a mix of program and charity messaging.

Other campaign credits include:

Production Company - Scouts Honour  
Director – Kevin Foley  
Editing House – Outsider  
Post production - The Vanity  
Audio House - Dan McManus / 6 Degrees  
Music Track – “This will be the day” Lady Bri

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**About the 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.ymcaofniagara.org](http://www.ymcaofniagara.org).