



Shine On

FOR IMMEDIATE RELEASE
Niagara, Ontario – April 10, 2025

Niagara-Wide Movement to make a difference at YMCA Move for Kids 2025

On **Saturday, April 12, from 8:00 a.m. to 1:00 p.m.**, the **YMCA of Niagara** will host its annual [**Move for Kids**](#) event — a morning of movement, community connection, and generosity taking place across four local sites:

- [Port Colborne YMCA](#)
- [Niagara West YMCA](#)
- [Niagara Centre YMCA](#)
- [Merritton Community Centre](#)

The event invites participants of all ages to come together through activities like group cycling, aquafit, drumfit, and bowling, raising support for YMCA programs that create opportunities for children and youth to reach their full potential. “There’s something really special about seeing so many people move together with purpose,” said Jonna Wolfenberg, Manager of Philanthropy at the YMCA of Niagara. “*Move for Kids* isn’t just a fitness event—it’s a reminder that when people give their time, energy, and support, they invest in brighter futures for our kids. We’re so grateful for every individual and organization that steps up to make it happen.”

Supporting Youth Through Community Action

The YMCA’s work with children and youth extends far beyond a single day — but *Move for Kids* shines a light on what’s possible when people come together with a common goal to make a difference. Funds raised through the event help support local programming like summer day camp, swim lessons, and leadership experiences for young people across Niagara.

Local elected officials and community leaders are showing their support in meaningful ways. MP Vance Badawey will visit the Vale Health & Wellness Centre YMCA in Port Colborne and the Niagara Centre YMCA in Welland, offering remarks and cheering on participants as they move for a meaningful cause. His presence continues to support the YMCA’s work across the region.

“Move for Kids is a powerful demonstration of what’s possible when a community comes together with a shared purpose,” said Christian Wulff, CEO of the YMCA of Niagara. “We’re proud to open our doors on this day of impact, with the support of community members, local leaders, and partners who believe in what’s possible when we invest in kids.”

Meanwhile, Mayors Mat Siscoe and Wayne Redekop will hit the lanes and connect with families at the Merritton Community Centre bowling alley in St. Catharines.

“Move for Kids is one of those days that reminds you why we do what we do,” said Ben McDermott, General Manager of Health, Fitness & Aquatics at the YMCA of Niagara. “Over the years, I’ve experienced this event in various roles, and every time, I’m inspired by the energy in

our centres—members cycling, volunteers leading classes, whole communities rallying behind a cause that truly matters.”

Powered by Partners

The YMCA of Niagara is proud to recognize the event’s Momentum Partner, Polyflor, as the 2025 Momentum Partner. “At Polyflor, we believe in giving back to the communities where we live and work,” said Nick Dron, President of Polyflor Canada Inc. “We are proud to support Move for Kids because every child deserves the chance to be active and have fun. By powering this *MOVE-ment*, we’re helping more Niagara children access YMCA programs that build confidence, connection, and well-being.”

2025 Sponsors Include:

- **Momentum Partner:** Polyflor
- **Action Ambassadors:** Flexo Products, TD Commercial Banking, The Printing House, Carrier
- **Mighty Movers:** Migson Public Storage, Sullivan Mahoney LLP, Kaumeyer Paper Limited, Bosch Rexroth

A Shared Commitment to Potential

As the event approaches, Christian Wulff, CEO of the YMCA of Niagara, reflects on the day’s deeper impact: “At the YMCA, we believe every child deserves the chance to discover what they’re capable of,” Wulff said. “Move for Kids is a meaningful reminder of the good we can do — together — when we invest in potential.”

Move for Kids grows yearly, powered by generous sponsors, passionate participants, and a community that believes in creating brighter futures for all.

For more information or to get involved, visit [Move For Kids](#)

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About the YMCA of Niagara

The YMCA of Niagara is a charity that ignites the potential in people, helping them grow, lead, and give back to their communities. We believe everyone has the innate potential to thrive and are dedicated to empowering individuals to tap into their full abilities. Through diverse programs and services, we foster connection, cultivate belonging, and support well-being to elevate the potential of every person and build a stronger, more connected Niagara Region. To learn more, visit www.ymcaofniagara.org