



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

**FOR IMMEDIATE RELEASE**

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## **The Y Opens Doors for Healthy Living Week To Encourage Communitywide Health**

*Thanking the community with a week of free admission at all area centers*

**MILWAUKEE (November 17, 2011)** – The YMCA of Metropolitan Milwaukee (the Y) is taking another step to help the community to live a healthy lifestyle by opening its doors and offering free access to all area YMCA centers for one week, starting on Sunday, Nov. 27 and concluding on Saturday, Dec. 3. The annual Healthy Living Week is a special offer designed to encourage people to be active and make better choices in terms of nutrition, exercise and overall well-being.

The Y is able to provide programs and services to families and individuals in large part by the support of members, community participants, organizations, volunteers and donors. The Healthy Living Week enables the Y to say thank you to the community while also continuing to promote healthy habits.

Participants are encouraged to explore the wellness centers and program offerings, including various classes to discover new ways to improve their personal health. The Y hopes people will explore, establish, and maintain new, healthier habits as a result.

“First of all, our organization would not exist without the tremendous support of our community. We are opening our doors as a way of saying thank you for all you have done to help build a healthy mind, body and spirit for all,” said Bob Yamachika, president and CEO of the YMCA of Metropolitan Milwaukee. “Secondly, we remain committed to strengthening our community and hope that by offering individuals and families the opportunity to experience the Y, we can work together to encourage good health and foster connections that will empower them to build and maintain healthy lifestyles.”

As prominent advocates of community health and well being, Bevan K. Baker, Commissioner of Health for the City of Milwaukee, and William Wucherer, RN, Health Officer for the City of Franklin are supporters of communitywide efforts that not only inspire physical activity, but also encourage health in every dimension of well being.

“Milwaukee offers a variety of unique opportunities for people to maintain a healthy lifestyle, no matter what the season,” Baker said. “We have amazing parks, bike paths, running trails, many worksite wellness programs, a multitude of Farmers Markets, and, of course, our YMCA’s. I encourage everyone to take advantage of this Healthy Living Week by visiting one of the many Y locations throughout the city and seeing first-hand how the Y can support you on your wellness journey.”

"Much like that of the city, our suburban communities offer individuals and families access to great opportunities to live a healthy lifestyle," Wucherer said. "The Y's Healthy Living Week will give our communities the opportunity to try new programming, learn new techniques and truly focus on what living a healthy lifestyle means to them. I encourage our suburban communities to embrace this opportunity to experience all that the Y has to offer."

The Y works to develop the potential of every child and teen, improve the community's health and well-being, and works to give back and support our neighbors. These are elements that serve as factors in helping to build a healthier, more vibrant community.

For more information about the Healthy Living Week, visit [www.ymcamke.org](http://www.ymcamke.org) or call 414-224-9622.

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### ***About the Y***

The YMCA of Metropolitan Milwaukee is a powerful association of men, women and children of all ages and from all walks of life joined together by a shared passion to strengthen the foundations of community through youth development, healthy living and social responsibility. Since 1858, Milwaukee YMCAs have helped kids and families live healthy lives in spirit, mind and body. Supported in part through contributions to the Annual Campaign, the Y provides membership assistance and scholarships to programs like summer camp, child care and teen activities, *to make sure that everyone, regardless of age, income or background, has the opportunity to be healthy, confident, connected and secure.* <http://www.ymcamke.org>