



FOR IMMEDIATE RELEASE
YMCA of Metropolitan Milwaukee
414.313.9622

Milwaukee Y and Milwaukee County Parks renew partnership to offer day camps and swim lessons at County Parks this summer

MILWAUKEE – April 1, 2016 – For the second consecutive year, the Milwaukee Y is partnering with the Milwaukee County Department of Parks, Recreation and Culture to offer its day camps and swim lessons at several County Parks sites this summer.

“Continuing this work with the County Parks makes perfect sense for our respective organizations and, more importantly, for our community,” said Julie A. Tolan, president and CEO of the YMCA of Metropolitan Milwaukee. “Partnering with the County Parks gives us a tremendous platform to reach so many more kids and introduce them to the fun, educational value of summer camp, as well as with truly life-saving water safety education.”

“This partnership was a strong success in its first year, and we’re expecting even greater impact this summer,” said Milwaukee County Parks Director John Dargle, Jr. “Learning lifelong skills through these programs, which are so conveniently available, is a real benefit to families living in our community.”

Day Camp Partnership

More than 1,100 kids are expected to attend Milwaukee Y day camps this summer, where they will experience the Camp FLY (Fun Learning for Youth) curriculum model created by licensed educators to help reduce summer learning loss. The four camps held at County Parks sites will provide more children with opportunities to explore nature, try new activities, and create memories that will last a lifetime.

Research has proven that children in a lower socioeconomic climate may on average begin every new school year two months behind their peers due to summer learning loss because of lack of resources in our urban areas. In response, Camp FLY was started in 2013 with the goal of incorporating reading, math and science learning into camp activities. Since its inception, approximately 70 percent of the campers who attend a minimum of four weeks at Camp FLY were able to sustain or gain in their reading, math and science skills.

Milwaukee Swims Partnership

Through its Milwaukee Swims initiative, which begins June 20, 2016, the Milwaukee Y will offer a reduced-cost package of nine swim lessons for \$5 per individual and \$10 per family at four County Parks sites.

These introductory classes are geared toward non-swimmers to learn basic swim skills and water safety, including how to recognize dangerous situations when in and around water environments. Lessons are available for children ages six and above, as well as non-

swimming adults. Swim lessons will be taught in age-appropriate groups to ensure optimal skill and safety outcomes.

As a leader in swim education, the Milwaukee Y teaches more than 4,000 children and adults to swim each year. The Centers for Disease Control and Prevention has warned that drowning is one of the top three causes of unintentional injury death for people 29 and younger, and for African-American children aged 5 to 19, the drowning rate is five times that of white children. Nationally, 70% of African-American children, 58% of Hispanic children and 40% of white children have little or no swimming ability and are at risk of water-related injury or death.

Milwaukee Y Day Camp locations (County Park sites underscored)

1. Greene Park – St. Francis
2. Lincoln Park – Milwaukee
3. Milwaukee County Sports Complex – Franklin
4. Wilson Park – Milwaukee
5. Northwest YMCA – Milwaukee
6. Rite-Hite Family YMCA – Brown Deer
7. Brookfield Elementary – Brookfield

Milwaukee Swims locations (County Park sites underscored)

1. Grobschmidt Pool – South Milwaukee
2. Jackson Park – Milwaukee
3. Schlitz Aquatic Center – Lincoln Park – Milwaukee
4. Washington Park – Milwaukee
5. Northwest YMCA – Milwaukee

By extending the Y's programming into the communities it serves beyond its Centers, this partnership will give more children the opportunity to experience a safe, fun camp environment and learn life-saving swim and water safety skills.

About the YMCA of Metropolitan Milwaukee

The YMCA of Metropolitan Milwaukee is a powerful association of men, women and children of all ages and walks of life joined together by a shared vision to create a stronger, healthier Milwaukee where families of all incomes and backgrounds truly thrive. Supported by the generosity and vision of our benefactors, the Milwaukee Y offers solutions that reduce health issues that plague our community, such as chronic diseases and preventable injuries; provides safe places seven-days-a-week where kids can have fun, families can gather and seniors can build meaningful connections; serves as an access point for vital community needs, such as preventative health care and reliable, safe before- and after-school care; partners with families, schools and other non-profits to help kids grow into productive adults; and makes fitness fun and accessible for all. Comprising five locations throughout the Milwaukee area, as well as YMCA Camp Minikani on the shores of Lake Amy Belle in Hubertus, Wisconsin, the Milwaukee Y has been a part of the lives of the greater Milwaukee area's kids and families since 1858. For more information, visit www.ymcamke.org.

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