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*****MEDIA ALERT/PHOTO OPPORTUNITY*****

FOR IMMEDIATE RELEASE

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YMCA of Metropolitan Milwaukee Day Camp and Reduced-Cost Swim Lessons Kick Off for Summer!

Day Camp Begins TODAY, June 11 & Safety Around Water Starts June 18

WHAT: The YMCA of Metropolitan Milwaukee is hosting six camps throughout Milwaukee, including its newest addition at Falk Park in Oak Creek. Children enrolled in **YMCA of Metropolitan Milwaukee Day Camp** will explore nature, participate in team-building activities, and create memories that will last a lifetime. Each child receives breakfast, lunch and an afternoon snack.

Through **Safety Around Water**, the **YMCA of Metropolitan Milwaukee** is offering eight swim lessons for the reduced-cost of \$5 per person or \$10 per family. Lessons are available for children ages six years and older, as well as non-swimming adults.

WHO: The YMCA of Metropolitan Milwaukee served 903 individual children through our **Day Camp** program in 2017. The YMCA of Metropolitan Milwaukee also taught over 4,000 individuals to swim in our swim lessons program in 2017, while 1,300 children learned to swim through our **Safety Around Water** program.

WHEN: **YMCA of Metropolitan Milwaukee Day Camp** begins today, Monday, June 11 and runs Monday through Friday from 9 a.m. to 4 p.m.

Safety Around Water begins Monday, June 18. Lessons are held in the mornings. For a **Safety Around Water** lessons schedule, visit our website www.ymcamke.org.

WHERE: **Safety Around Water:**

- **David F. Schultz Aquatic Center in Lincoln Park**
1301 W. Hampton Ave., Milwaukee
- **Jackson Park**
3500 W. Forest Home Ave., Milwaukee
- **Washington Park**
1859 N. 40th St., Milwaukee
- **Northwest YMCA**
9050 N. Swan Rd., Milwaukee

YMCA of Metropolitan Milwaukee Day Camps:

- **Northwest YMCA**
9050 N. Swan Rd., Milwaukee
- **Parklawn YMCA**
4340 N. 46th St., Milwaukee
- **Rite-Hite Family YMCA**
9250 N. Green Bay Rd., Brown Deer
- **Greene Park**
4235 S. Lipton Ave., St. Francis
- **Wilson Park**
1601 W. Howard Ave., Milwaukee
- **Falk Park**
2013 W. Rawson Ave., Oak Creek

WHY:

For children ages 1 to 14, fatal drowning remains the second leading cause of unintentional injury-related death, according to the Centers for Disease Control and Prevention. Adding to this grave problem is the fact that nationally, 70 percent of African-American children, 58 percent of Hispanic children and 40 percent of white children have little or no swimming ability.

Research has also shown 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.

The YMCA of Metropolitan Milwaukee is committed to reversing these preventable and troubling statistics by offering **Safety Around Water**, a program that's designed to bring swim lessons throughout Milwaukee, and by offering **Day Camp** activities that incorporates education, social interaction, physical fitness and personal growth.

A champion for healthy living, the vision of the YMCA of Metropolitan Milwaukee is a stronger, healthier Milwaukee where families of all incomes and backgrounds truly thrive.

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 YMCA of Metropolitan Milwaukee 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 YMCA of Metropolitan Milwaukee 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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