



white plains & central westchester

MEDIA ALERT

**Contact: L. Danielle Cylich
Director of Development
(914) 949-6227 X 147
December 18, 2009**

White Plains YWCA Wins Funding from Walmart Foundation To Support Fitness and Nutrition Programming for Kids

White Plains, NY - The YWCA of White Plains & Central Westchester is pleased to announce that it has received a generous grant from the Walmart Foundation State Giving Program to support continued efforts in youth nutrition education and fitness activities. The YWCA has been fortunate to receive funding from other major corporations in the past, such as Kraft Foods, Inc. to help children in the Westchester Community lead healthier lifestyles. The funding from the Walmart Foundation will be used to further incorporate age-appropriate nutritional workshops and engaging physical fitness opportunities into the YWCA's early childhood and after school programs.

The program's fitness component is designed to combat the increasingly sedentary lifestyle of today's youth and encourage participation in athletics, dance, movement and exercise. The YWCA aims to encourage life-long fitness participation, educating children about the benefits of exercise and helping them to achieve a better understanding of how they can have fun incorporating physical fitness to their daily routines. For elementary-aged children, the fitness workshops will allow them to be engaged in non-contact, age-appropriate movement activities.

The nutrition component addresses issues related to poor nutrition in today's youth, from fatigue and lack of attentiveness to more detrimental problems such as obesity and illness. Cooking lessons and workshops on topics such as nutritious meals and snacks will help to foster a continuum of healthier diet choices for life. The nutrition component is also designed to engage not only youth, but also their parents, by educating families about the importance of sharing healthy meals together through two family nutrition events at the YWCA Activity Center.

Programming will emphasize the same messages of tolerance, diversity and compassion traditionally imbedded in the YWCA's curriculums. This is a wonderful opportunity for the YWCA to inspire the next generations to value nutrition, engage in physical fitness activities and become passionate about leading healthy and active lifestyles.

To learn more about this upcoming program or the YWCA, please visit www.ycawhiteplains.com or email events@ycawhiteplains.com.

###

Activity Center: 515 North Street • White Plains, NY 10605 • (914) 949-6227
Residence: Kennedy Duncan / Acheson Wallace Hall • 69 North Broadway • White Plains, NY 10603 • (914) 428-1130

About the YWCA of White Plains & Central Westchester:

The White Plains YWCA started as a small movement 8 decades ago by the Westchester Women's Club and officially became a YWCA, a 501(c)3 organization. By 1966, the YWCA had completed a low-income Residence on North Broadway for women and an 80,000 square foot activities center on North Street, the largest activity center for girls, boys, teens, and adults in Central Westchester.

Today, the YWCA of White Plains & Central Westchester serves over 4,000 women, men and children weekly at its facility on 515 North Street through its programs for youth and families. It offers a significant number of social programs and services including: Early Childhood Development; Childcare and After School Programs; Summer Camps; County Courthouse Childcare; the G.E.M.S. program servicing youth at risk; Special Programs for People with Developmental Disabilities; and ENCORE Plus breast cancer screening program for un-insured and under-insured women. In addition, the YWCA has a Residence for women on North Broadway that provides housing for 185 low-income working women and women in transition.