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**YMCA OF PHILADELPHIA & VICINITY BREAKS FUNDRAISING RECORDS WITH ITS
2009 “STRONG KIDS CAMPAIGN”**

Delaware County Resident, Barbara Waters, Recognized for Fundraising Efforts

PHILADELPHIA – May 6, 2009 – On May 4, 2009 at the Carousel House in Fairmount Park, the YMCA of Philadelphia & Vicinity celebrated the unprecedented success of its 2009 Strong Kids Campaign. The YMCA of Philadelphia & Vicinity set the ambitious goal of \$2,047,000 for its 2009 campaign, and not only did the Y meet its goal, it surpassed it by raising a total of \$2,080,112. This remarkable accomplishment represents nearly a \$300,000 increase over last year’s pledges and exceeds all prior years of annual support campaigns.

The Strong Kids Campaign is at the heart of the YMCA of Philadelphia & Vicinity’s financial assistance program. The Y is committed to ensuring that every child, teen, and adult has the opportunity to benefit from its programs and services regardless of their ability to pay. Through the Strong Kids Campaign the YMCA of Philadelphia & Vicinity raises funds that are used exclusively for financial assistance. The Strong Kids Campaign enables the YMCA of Philadelphia & Vicinity to distribute over \$2.5million dollars each year to approximately 12,000 children and families in need.

The Rocky Run YMCA contributed to the success of the campaign by raising \$249,425 in pledges and grants; 125% of its goal. The Rocky Run YMCA profited from the hard work and enthusiasm of the many volunteers who went above and beyond to reach out to the community for support. One volunteer in particular, Barbara Waters, brought particular motivation to the campaign and was honored as Rocky Run’s “Most Valuable Campaigner” at the May 4th event. Frank Pollera from the Rocky Run YMCA was honored as the Y’s “Most Valuable Major Gift Chair.” The Rocky Run YMCA also received the honors of “Most New Pledges” and “Most Dollars Pledged.”

“The Rocky Run YMCA’s 2009 Strong Kids Campaign is inspiring,” said Executive Director Andi Youndt. “I congratulate and thank everyone who helped us towards this accomplishment. We’ve certainly raised the bar and we’re looking forward to doing even better in next year’s campaign.”

Located at 1299 W. Baltimore Pike in Media, PA the Rocky Run YMCA is a charitable organization that provides quality programming and resources for youth, teens and adults including full-day and after-school child care, summer camp, youth sports, adult fitness, Active Older Adults and much more. For more information, please call 610-627-9622.