



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**NORTH SUBURBAN
YMCA**

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FOR IMMEDIATE RELEASE

**NSYMCA Partners with *The Kindness Connection* and *Athleta*
to Support Community, Youth Services, and a Giving Spirit**

Northbrook, IL: April 2021 – Few local agencies create a sense of community and inclusivity like the [North Suburban YMCA](#). The Y's latest efforts include holding events with local organizations [The Kindness Connection](#) and [Athleta Northbrook Court](#), which both align with the Y's mission of youth development, social responsibility, and healthy living.

The Kindness Connection partnered with the girls of the Y's North Suburban School of Dance and the NSYMCA gymnastic teams to host a series of "team building" projects. As a team, the participants created original art projects to gift to senior residents at Covenant Living in Northbrook, along with a personal written note of "kindness" to each recipient. A volunteer organization that provides service opportunities to children and their families, The Kindness Connection was created to nurture empathy, compassion, social responsibility and a giving spirit.

"We are thrilled to partner with the NSYMCA because both organizations are about kindness and volunteerism. We see first-hand what joy these creations bring to people, especially in our senior community. It is a wonderful learning lesson for our youth to bring happiness to others," said Shannon Valko, Chief Operating Officer of The Kindness Connection.

Also, to announce its new "all-inclusive" sizing products, Athleta partnered with the NSYMCA to host several shopping events. The events included the Y's fitness pros, as well as the mothers and daughters of the Y's North Suburban School of Dance and gymnastics team. Every lucky participant received \$100 in shopping cards and an Athleta gift bag. The Y also raffled off \$50 shopping cards to its virtual and in-person fitness class participants.

"Athleta's brand mission is to empower girls and women, and we love that the NSYMCA shares a similar mission statement," stated Andreana Phillips, Athleta Northbrook Court's Store Manager. "It's exciting for us to see the moms and daughters at the events, coming together and enjoying their shopping experience at Athleta."

“Both Athleta and The Kindness Connection believe in community, inclusivity and partnership. These types of events give our youth programming an extra educational and service element that this world needs right now,” added Kim Nyren, Director of Community Investment at the Y. “We plan to do more community projects this year to enhance our youth programming and remind them of the importance of giving back.”

For more information on opportunities to partner with the NSYMCA, contact Kim Nyren, Director of Community Investment at knyren@nsymca.org.



CAPTION: The NSYMCA Gymnastics team and coaches show off their projects in front of The Kindness Connection at Northbrook Court. Top from left to right: Coaches Dawn Irelan, Sammie Swafford, Maddie Swafford, Anna Vierimaa, Lauren Stinchcomb, Kerry Stinchcomb and Liz Handler; bottom from left to right: Amanda Fielding, Sara Abazovic, Caroline Jaffe, Abigail Jaffe, Chloe Nyren, Ella Quinlan, Kate Quinlan



CAPTION: Julia Einun from the NSYMCA’s North Suburban School of Dance (NSSOD) works on her Kindness Connection Project, a homemade rope bowl.

About the North Suburban YMCA

The North Suburban YMCA services Northbrook and 14 surrounding communities with programs and tools that help its residents become healthier, more connected, and confident, ensuring that everyone, regardless of age, income, or background, has the opportunity to learn, grow, and thrive. The NSYMCA focuses on Youth Development, Healthy Living, and Social Responsibility and is a charitable organization, inclusive and welcoming to all in our community. Learn more at www.nsymca.org

About Athleta

The Athleta mission is to ignite a community of active, healthy, confident women and girls who empower each other to reach their limitless potential. Inspiration. Motivation. Connection. It's what we do best. We built this brand on the belief that what unites us as active women and girls is stronger than any obstacles in our way. And we know that sport and fitness create confidence, courage and powerful bonds. We believe in the power of all. That strength comes in every shape, and each of us bring our power to the team. For more information visit www.athleta.com

About The Kindness Connection

The Kindness Connection started as a vision of a small group of parents who wanted to find meaningful age-appropriate volunteer projects to do with their children. Armed with the belief that young children have as much to give and learn from community service as older children, The Kindness Connection was born. Since 2006, The Kindness Connection has reached over 50,000 youth volunteers through 75 schools and organizations, and delivered over 60,000 handmade projects to 40 nonprofits around the world. For more information visit www.thekindnessconnection.org

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