



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**NORTH SUBURBAN  
YMCA**

2705 Techy Road  
Northbrook, IL 60062  
[www.nsymca.org](http://www.nsymca.org)

**For More Information Contact:**

Carolyn Gessner  
Creative Marketing Associates, Inc.  
[carolyn@cmacreative.com](mailto:carolyn@cmacreative.com)  
[www.cmacreative.com](http://www.cmacreative.com)  
847 858-4203 (direct)  
847 784-9101 (fax)

FOR IMMEDIATE RELEASE

**YMCA Attacks Childhood Obesity Epidemic with Customized Programs**

*Proposed Youth and Family Wellness Center Designed for Fitness and Fun*

**Northbrook, Illinois: December 2012** – The growing epidemic of childhood obesity presents significant challenges for society. The statistics are staggering: according to the Centers for Disease Control, childhood obesity has more than tripled in the past 30 years, with more than a third of children and adolescents now classifiable as overweight or obese. A culture of low physical activity coupled with empty-calorie foods has created a population of young people with greatly increased risks for cardiovascular disease, diabetes, cancer, and other life-threatening conditions. Beyond the obvious costs to the individuals afflicted, society as a whole will struggle to deal with the burdens of health care needs for a generation of obese youth.

In response to this public health crisis, the North Suburban YMCA is developing special programs and facilities to motivate kids into making fitness part of their daily lives. In the past two years, the community center has augmented its traditional programs in youth swimming and sports with family fitness classes, conditioning classes for teen athletes, yoga for kids, and personal training opportunities. Now the Y has announced plans for a Youth and Family Fitness Center to house equipment and programs specifically designed for young people.

The Youth and Family Fitness Center will be the kickoff project for the NSYMCA's Phase 3 "Race to the Finish" Capital Campaign. It follows the recent completion of Phase 2 renovations at the Y, which included a dramatic makeover of the building's lobby, locker rooms, lighting and other areas. With a budget of \$150,000, the new project will transform unfinished space on the Y's lower level into an attractive multi-purpose room available for classes and individual exercise.

"I believe that helping kids and youth live healthier, well balanced lives is essential to our community, state, and country," noted Casey Schmit, Youth and Adult Fitness Director at the NSYMCA. "The obesity epidemic is on the rise every day, and the Y is going to do whatever it can to help. Our new fitness center will be kid-friendly for fitness programs with equipment that kids know how to use, like speed ladders, dot drills, jump ropes and TRXs. It will also include cardio equipment like ellipticals and bikes

that are specific to the youth participants. It's all about getting their heart rates elevated and educating kids about healthy living."

Fundraising began successfully this fall. With adequate donor support, the Y hopes to open the new space by early 2013. The Y is located at 2705 Techny Road in Northbrook. To donate or learn more, contact Tara Bilby, [tbilby@nsymca.org](mailto:tbilby@nsymca.org).



*Photo Caption: Casey Schmit, center, teaches a group fitness class for young people at the North Suburban YMCA. A new Youth and Family Fitness Center planned for the Y will offer specialized equipment and programs to battle childhood obesity.*

#### **About the North Suburban YMCA**

The YMCA is a not-for-profit entity and relies on donations to fund capital improvements and keep its programs available to all, including those facing financial hardship. All board members are community volunteers, who donate their time, talents and financial resources. Located at 2705 Techny Road in Northbrook, the YMCA has served area families in its twelve-city region for over 40 years. The Y is about youth development, healthy living, and social responsibility, providing programs and services that meet the needs of our community and are accessible to all. For more information or to make a donation call Tara Bilby at 847-272-7250, [tbilby@nsymca.org](mailto:tbilby@nsymca.org), or visit [www.nsymca.org](http://www.nsymca.org).

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