



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**NORTH SUBURBAN**  
**YMCA**  
2705 Techny 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)

FOR IMMEDIATE RELEASE

## **North Suburban YMCA Camps Keep Youth Moving, Learning, and Exploring this Summer**

**Northbrook, IL: April 2014** -- Registration is now open for summer day camps at the North Suburban YMCA, with a number of programs rapidly filling. The North Suburban Y offers an impressive variety of summer day camps, with flexible scheduling and reasonable rates to meet the needs of every family.

YMCA camp programs offer fun, active experiences with an opportunity to explore, meet new friends, and discover new interests. Summer camp also helps parents overcome the difficulty of keeping children healthy and active during the summer break, a problem compounded by technological distractions like television, cell phones, and video games. According to YMCA research, over 50 percent of parents in the US say that these types of distractions make it difficult to maintain a healthy lifestyle for their children. Y camps deliver the opportunity to get kids "unplugged" during the summer.

"Attending summer day camp is a wonderful opportunity for kids to keep their minds and bodies active," says Howard Schultz, Executive Director/CEO, North Suburban YMCA. "When at Y Day Camp, kids get to learn about nature, take on new responsibilities, gain independence, and develop essential social skills and new relationships. We really encourage parents to give their kids the gift of camp so that every child can benefit from the experience." Schultz adds that this year the Y is offering several specialty camps such as, Cooking Camp, Science Camp, Lego Camp, Wizard in Training and Imagination Station Camp in addition to Sports Camps, Preschool Camp, Performing Arts Camp and Traditional Day Camp.

Children who have particular interests can go in-depth with specialty camps: in 2014, new camps for cooking, crafting, and science join the Y's outstanding programs for sports, gymnastics, cheerleading, dance, art, wizard fantasy, and Lego® construction. Students going into grades 8-10 have the opportunity to participate in the Y's Counselor-in-Training program, building a great foundation for

potential future jobs as camp counselors. The NSYMCA also offers camps for children with special needs through its H.A.W.K.S. program

Frank Lenardi, Y Day Camp Director, says there are five reasons why children and teens should attend summer camp:

1. ADVENTURE: Summer camp is all about a wide variety of fun adventures and new experiences, and especially exploring the outdoors. NSYMCA camps have a new adventure for every child.
2. HEALTHY FUN: Day camps offer fun, stimulating activities that engage the body and mind, and also help kids learn that fitness can be fun through play.
3. PERSONAL GROWTH: Youth have a chance to learn new skills, and develop confidence and independence by taking on new responsibilities and challenges.
4. NEW FRIENDSHIPS: Amidst the fun of camp games, songs, swimming, and crafts, campers meet new friends and strengthen existing friendships.
5. MEMORIES: Summer camp is an unforgettable experience that will give each camper memories that will last a lifetime. Youth return to school with plenty of camp stories to share!

To ensure that all youth have the chance to experience a summer full of fun at camp, the North Suburban YMCA offers financial assistance to those in need through the Y's Strong Kid's Fund.

A leading nonprofit committed to nurturing the potential of youth, the Y has been a leader in providing summer camp for nearly 130 years. The North Suburban YMCA continues to give youth an enriching, safe experience with caring staff and volunteers, who model positive values that help build their kids' character.

For more information, visit [www.nsymca.org](http://www.nsymca.org) or contact Kathy Fielding @ [kfielding@nsymca.org](mailto:kfielding@nsymca.org) or call 847-272-7250.

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

The YMCA is a not-for-profit entity and relies on donations to make services accessible for all families and individuals. 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 fifteen-city region for over 45 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 Barb Flanagin at 847-272-7250, or visit [www.nsymca.org](http://www.nsymca.org).