



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Press Release

Contact:
Terri Reedy
VP of Membership and Marketing
757.275.9432
treedy@ymcashr.org

YMCA Expands Membership Benefit throughout North Carolina and Virginia

Y Members Can Now Visit Locations in Both States as Part of "My Y is Every Y"

September 1, 2016 – Beginning September 1, YMCA members can now access any Y facility across North Carolina and Virginia. The partnership is the latest expansion of the Y's reciprocal membership program.

"Now when you join the Y, you can enjoy more than 200 Ys in North Carolina and Virginia," said Sheree Vodicka, Executive Director of the NC Alliance of YMCAs. "This new partnership crosses state lines to help our communities live healthier. If you're a member of YMCA of South Hampton Roads and are visiting another part of Virginia or North Carolina, your membership will give you access to Ys in that area, allowing you to stay active while away from home. This is a great time to be a YMCA member."

Both states implemented reciprocal membership, known as "My Y is Every Y," last year to positive response from Y members. The program launched as part of ongoing conversations about how the YMCA could better support the health and well-being of its members.

"We want to encourage our members to live healthier and use the Y as much as possible. We're thrilled to be able to provide this expanded benefit to our members and allow them to visit the Y when traveling for work or just visiting another area," said Terri Reedy, VP of Membership and Marketing.

The YMCA is one of the nation's leading non-profits, committed to youth development, healthy living and social responsibility. For over 160 years, the organization's holistic approach to wellness has extended far beyond just being a gym or fitness facility. "We're here to help our members' achieve their health goals – we do that really well – but we're also just as committed about getting them connected to their neighbors and community. At the Y you're not just joining a gym, you're joining a cause," explained Alexandra London-Gross, Executive Director of the Virginia Alliance of YMCAs.

To learn more about the YMCA of South Hampton Roads contact 757.624.9622 or visit www.ymcashr.org. For more information about YMCAs across the state of North Carolina visit www.ncymcaalliance.org and in Virginia visit www.virginiaymcas.org. Some program restrictions may apply at certain YMCAs.

ABOUT THE YMCA OF SOUTH HAMPTON ROADS

The YMCA of South Hampton Roads is a nonprofit, community-based health and human services organization that serves over 250,000 children and families throughout Coastal Virginia and Northeastern North Carolina. More than 30% of those families receive financial assistance through the Open Doors program, whose funding is made available by the generosity of donors, helping them achieve their full potential in spirit, mind and body. The Y's doors are open to people of all ages, backgrounds, abilities and incomes.