



For Immediate Release – January 12, 2009

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**Northeast YMCA and Amherst Task Force Host
“It’s Your Choice” DVD Showing
*A presentation on
the 40 developmental assets***

(Amherst, NY) - The Amherst Task Force for Healthy Community/Healthy Youth with the assistance of community groups such as the Northeast Family YMCA will continue to tackle the problem of underage drinking and other drug use among teens in an effort to maintain a healthy community.

On Saturday, January 17 at 2:00-3:00 p.m. at the Northeast Family YMCA Branch (4433 Main St., Amherst) a presentation will be made in conjunction with the Amherst Task Force and Amherst Youth Consortium to preview the newest DVD, “It’s Your Choice” and promote the Search Institutes 40 Developmental Assets.

The DVD was developed by a group of 17 area youth, and is intended to encourage teens to make positive choices in their lives. The message given by youth is clear; one night of bad choices can ruin your life forever. **To sign up for the presentation or for more information, contact Allison Lawson at the Northeast Family YMCA at 839-2543.**

YMCA Buffalo Niagara is an inclusive association of people committed to a common effort to help individuals and families reach their fullest potential in terms of spirit, mind, and body. Founded locally in 1852, the YMCA is committed to significantly expanding a fiscally sound, service delivery organization which delivers high quality, market driven services to a growing Western New York constituency.

As a dynamic, charitable, organization, YMCA Buffalo Niagara has been able to assist countless youth, families, and senior citizens so that they may benefit from YMCA programming. YMCA Buffalo Niagara serves more than 100,000 people annually through its association of seven branches across Western New York, YMCA resident Camp Weona as well as 40 community based program sites.

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From fitness to school age child care programs, swimming lessons to camp, there is something for everyone at the YMCA. For more information on all of the programs the YMCA has to offer and our financial assistance program, please contact your local YMCA branch or visit us online at www.ymcabuffaloniagara.org.

The Task Force is an independent and voluntary membership coalition. Its mission is to support, promote and link community asset building efforts for youth, their families and residents of the Town of Amherst.

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