



For Immediate Release: 1/20/09

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KEN-TON FAMILY YMCA KICKS OFF ANNUAL CAMPAIGN

(Kenmore, NY) - The Ken-Ton Family Branch of YMCA Buffalo Niagara kicked off its annual Strong Kids Campaign on January 6, 2009. The branch campaign, led by Anita Simon's of M&T Bank on Delaware Avenue, hopes to exceed its goal of \$45,000 by March 3, 2009.

"The YMCA's goal is to deny no one services because of inability to pay which is why the Strong Kids Campaign is so important," stated Ms. Simons. "If we can meet or exceed the goal we have set, we will be able to provide scholarship assistance to many more children and families who otherwise would be unable to participate in YMCA programs," she continued.

The Ken-Ton Family Branch has been serving the local community since 1962, providing programs that enable individuals and families to develop to their fullest potential in terms of spirit, mind, and body. Last year, the Ken-Ton Family YMCA provided over 1,800 people scholarships totaling over \$90,000 for a variety of program including summer camp, child care, youth sports, family memberships, and senior programs.

In the next few weeks, YMCA volunteers will be calling on people in the community to help support the campaign. For information on becoming involved in the Strong Kids Campaign, or to make a donation, contact Rick Presutti, Ken-Ton branch executive at 874-5051.

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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. 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.

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