



**YMCA-YWCA**  
of the Central Okanagan

*We build strong kids,  
strong families,  
strong communities.*

**PRESS RELEASE**

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**For Immediate Release**  
**January 28, 2010**

## **CLUB PENGUIN donates \$150,000 to help build the Kelowna Family Y Youth Zone**

Thanks to a donation from Club Penguin, the YMCA-YWCA of the Central Okanagan is one step closer to raising the \$5M required to expand the Kelowna Family Y to include a much needed 13,000 square foot addition.

Club Penguin is donating \$150K to support construction of a Youth Zone which will provide a safe place for young people to gather and connect.

“All of us at Club Penguin share the Y’s commitment to empowering children and youth to take on leadership roles and do their part to make the world a better place for everyone,” says Club Penguin co-founder and Disney Online Studios Executive Vice President Lane Merrifield. “There are so many vulnerable and at-risk youth who have such incredible potential to do great things given the right tools and opportunities, and we believe the new Youth Zone will benefit the entire community.”

The Youth Zone will positively impact thousands of youth. It will be strategically located in the heart of the Kelowna Family Y to foster intergenerational connections; include interactive equipment and classes to encourage physical activity, socialization and creativity; and, provide youth leadership development programs, mentorship opportunities and community involvement.

“We have witnessed some alarming trends as our community grows,” says Allyson Graf, YMCA-YWCA General Manager, Community & Strategic Initiatives. “Local RCMP have told us that youth are confronted by new dangers and influences – gangs, vandalism, and easy access to chemical drugs. That compounded with a rise in dual working and single parent families, youth are often left home alone or unsupervised afterschool. Creating a positive environment dedicated to youth is one way the Y can support young people from our community.”

Zoe is a 15 year old student who has been going to the Y since 1999. “My mom put me in the afterschool program when I was in kindergarten so my brother and I would have a safe place to go when my mom was at work,” said Zoe. “I learned to swim there, joined the youth group when I became a teenager and now I volunteer at the front desk once a week afterschool. One day I hope to work fulltime for the Y and help others.”

The success of the Capital Campaign will enable the Kelowna Family Y to increase their impact across the Central Okanagan and reach out to twice as many residents – an estimated 40,000 children, youth, families and seniors each year.

**we build strong kids strong families strong communities**

Kelowna Family Y – H2O Adventure & Fitness Centre – Out of School Care – Career Contact Centre for Youth  
Mailing Address: 205-2000 Enterprise Way, Kelowna, BC V1Y 9S9  
[www.ymca-ywca.com](http://www.ymca-ywca.com)

The community is encouraged to support the Y and help raise the final funding needed to complete the project. To donate or learn more about the project, please visit [www.yexpansion.com](http://www.yexpansion.com) or call 250-764-9621.

Club Penguin, which is operated by Disney Online Studios Canada, is already known for its commitment to safe online fun but is also committed to giving back. A portion of the proceeds from each membership purchased on Club Penguin goes to support organizations such as the Kelowna Family Y that are working to improve the lives of children and families.

The YMCA-YWCA of the Central Okanagan is a charity committed to building strong kids, strong families and strong communities.

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