



**YMCA-YWCA**  
of the Central Okanagan

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

**PRESS RELEASE**

**For Immediate Release  
June 16, 2009**

## **Juicy Give Contest Please VOTE for the Y and help 100 Families**

*Kelowna, BC* - The YMCA-YWCA Family Scholarship Program hopes to be the recipient of 103.9 The Juice "Juicy Give Contest" which will reward \$100,000 in funding to a selected charity with an important cause in our community. The first round of voting ends this Friday, June 19<sup>th</sup> at 12 noon and the Y needs you. All it takes is a minute to help 100 families by visiting <http://1039thejuice.com/juiceGiveListDetails.php?entryID=35> by casting your vote for the Y's Family Scholarship Program.

The YMCA-YWCA Family Scholarship Program will assist 100 families (and upwards of 500 individuals) in our community, who are facing considerable financial obstacles to become stronger in body, mind and spirit by becoming part of the YMCA-YWCA programs and services for one year.

With the cost of sport and recreation programs such as soccer and hockey ever increasing, access is simply out of reach and excludes many. Single parent families and the working poor have limited resources but deserve the same strength building opportunities as everyone. Providing recreation to an entire family will remove a significant burden to them and increase the Y's ability to change more lives. Research shows:

- 23.5% of children aged 6 and younger are living in poverty in the Central Okanagan.
- 27% of Interior children aged 2-17 are overweight or obese.
- 82% of low income children come from families with parents who are in the paid work force.
- 21% of children between the ages of 6 and 12 are "latch key kids"
- affordable childcare space is desperately needed so children aren't left home alone.

In these difficult economic times families require more financial and emotional support than ever. Recreation, wellness and healthy activity are important and with open access to participation we will improve our community's health.

Awarded families will have facility access through a family membership to one of our two branches, Kelowna Family Y or H2O Adventure and Fitness Centre, for one year OR will be able to participate in childcare and afterschool programs, child and youth programs, parenting support resources, health and wellness programs, employment services, day camps, and aquatic programs up to a value of \$1,000.

"Families can be nominated by relatives, friends, co-workers, neighbours - or even themselves," said Allyson Graf, Financial Development Manager for the Y. "They will be asked to complete a brief application form sharing their story and describing why they would be a great candidate to receive a YMCA-YWCA Family Scholarship. The nomination process will encourage people to help others, bringing us closer as a community."

Nominations will be evaluated by a YMCA-YWCA Family Scholarship Advisory Panel made up of passionate volunteers who will select 100 families to be awarded the \$1,000 Y scholarships. Local families will be evaluated on their demonstrated integrity and perseverance in overcoming adversity, strength of character, financial need and the commitment to pursue a better life through healthier living.

**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 YMCA-YWCA of the Central Okanagan is a non profit organization whose mission is to support the development of strong individuals, families and communities in body, mind and spirit. Through the YMCA-YWCA Family Scholarship, children and their families have a chance at a new beginning by creating an opportunity to have fun together as a family through access to health, recreation and wellness programs.

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