

2011 YMCA HEALTHY KIDS DAY®

Presented by

Interior  *Savings*

SUCCESS REPORT

Our 6th annual **YMCA Healthy Kids Day** was truly successful with over 20 Healthy Kids Day Sponsors/Supporters, 45 Healthy Activity Station Partners, 150 Healthy Kids Day Volunteers and over 5,000 children and their families! Contributors to this success include:

RAISING PUBLIC AWARENESS

The YMCA-YWCA, with the invaluable support of Healthy Kids Day sponsors/supporters, raised the profile of YMCA Healthy Kids Day and the importance of children's lifestyle and health through:

- Over \$10,000 worth of print media promotions via the Capital News
- Over \$6,000 worth of radio promotions and advertising via Sun FM
- 100 event posters printed and distributed to Sponsors and Activity Station Partners, as well to high traffic family locations
- 20,000 event flyers printed: over 10,000 distributed to all elementary school children of School District 23 with the remaining 10,000 to shoppers at London Drugs and the Rutland Cooper's Foods (in their shopping bags), and further distribution via the Kelowna Family Y, H₂O Adventure + Fitness Centre, Rutland May Days, Sponsor and Activity Station Partner locations
- Pre-Event signs & banners both inside and outside the Kelowna Family YMCA-YWCA and H₂O Adventure + Fitness Centre.

DELIVERY OF HEALTHY KIDS ACTIVITIES

45 Healthy Activity Station Partners and local entertainers provided a broad range of activities that encouraged participation in and learning about healthy habits and included:

- Education (reading, arts & crafts, career exploration)
- Safety (fire, water, sun & electrical safety)
- Community Supports (community & outdoor recreation, sports groups, health & wellness associations)
- Environment (transportation alternatives, recycling & pesticides)
- Entertainment (music, magic and movement)
- Personal Health Practices (physical activity and nutrition)

HEALTHY KIDS NUTRITION

Over 5,000 servings of free healthy snacks were provided to encourage kids and their parents to try nutritionally good and fun food to eat:

- Turkey wieners served on 100% whole wheat buns, healthy yogurt parfaits were made in the Healthy Kids Kitchen; water; 100% juice, and organic granola bars.

OUR SUCCESS...

...is shared by all Healthy Kids Day Sponsors/Supporters, Activity Station Partners and Volunteers. The success of the 2011 YMCA Healthy Kids Day is the result of collective hard work, creativity, expertise and pooling of resources. However, the true success story is the positive impact on the health of children and their families in our community; helping them to embrace healthier lifestyle habits. We hope to see everyone on **June 3, 2012** for our **7th annual YMCA Healthy Kids Day!**