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North Brandon YMCA Kicks off Campaign for Cancer Survivors

Brandon, FL (April 1, 2014) –The [North Brandon Family YMCA](#) wants to help cancer survivors move beyond the disease in spirit, mind and body. That’s why it’s launching a Community Campaign Challenge today to raise \$35,000 to support LIVE**STRONG**® at the YMCA participants in the Greater Brandon community.

The campaign goal is to raise \$35,000 in 60 days. The all-day kick-off celebration starts today, April 1st with follow-up celebrations on April 8th, 15th, 22nd, 29th, & May 6th, 13th, and 20th. The grand finale celebration will take place on Tuesday, May 27th. During the campaign, members and guests will be able to visit a lobby booth featuring survivor stories and volunteers. Each donor will be personally thanked by a LIVE**STRONG** participant and honored on a recognition wall.

LIVE**STRONG** at the YMCA is a free 12-week program for cancer survivors and their family members; and is open to the community. The research-based program offers people affected by cancer a safe, supportive environment to participate in physical and social activities focused on strengthening the whole person. Participants work with Y staff trained in supportive cancer care to achieve their goals such as building muscle mass and strength; increasing flexibility and endurance; and improving confidence and self-esteem. In addition to physical benefits, LIVE**STRONG** at the YMCA focuses on the emotional well-being of survivors and their families by providing a supportive community where people impacted by cancer can connect during treatment and beyond. The Tampa Y is proud to offer the program free to all cancer survivors - at any state of survivorship - and their families in Hillsborough and East Pasco counties.

For more information, please contact Development Coordinator Diana Niles at diana.niles@tampaymca.org or 813.685.5402.

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About the Tampa Y

The Tampa Metropolitan Area YMCA is a cause-driven [4-star charity](#) and one of the area’s leading nonprofits, strengthening Hillsborough and East Pasco communities through youth development, healthy living and social responsibility. Across the Association, 19 facilities engage more than 167,000 men, women and children — regardless of age, income or background — to nurture the potential of children and teens, improve our community’s health and well-being, and provide opportunities to give back and support neighbors. The Tampa Y has long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. www.tampaymca.org