



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

FOR IMMEDIATE RELEASE

Media Contact:

Lalita Llerena
Tampa Metropolitan Area YMCA
813.224.9622 ext. 1240
813.545.7772 (cell)
Lalita.Llerena@tampaymca.org

Tampa YMCA's Healthy Kids Day® on April 26 Aims to Help Kids Exercise Minds and Bodies

Tampa, FL (April 3, 2014) – On Saturday, April 26th, the Tampa YMCA is holding a **free community event** to inspire more kids to keep their minds *and* bodies active. YMCA's Healthy Kids Day®, the Y's national initiative to improve families' health and well-being, features fun and educational activities, such as bounce houses, fitness demonstrations, arts & crafts, water safety tips, healthy snacks, sports giveaways and more to motivate and teach families how to develop a healthy routine at home.

The [Tampa Y's Healthy Kids Day](#) takes place at **Curtis Hixon Waterfront Park** on 600 N. Ashley Drive **from 10am-1pm on Saturday, April 26th**. During the event, local mascots will battle it out in the [2014 Mascot Dance Challenge](#), an entertaining and visual annual tradition. Previous participants include: The Tampa Bay Buccaneers' Captain Fear, Tampa Bay Lightning's Thunderbug, Tampa Bay Rays' Raymond, Clearwater Threshers' Phinley, Tampa Yankees' Blue, Plato the Publix dinosaur, Chuck E. Cheese, Chick-fil-A Cow, Sparky the Fire Dog, Y Guy and Y Gal, plus many others!

YMCA's Healthy Kids Day, celebrated at nearly 1,600 Ys across the country, aims to get more kids moving and learning, so they can keep up the habit all summer long – a critical out-of-school time for kids' health. Research shows without access to out-of-school physical and learning activities, kids fall behind academically. Kids also gain weight twice as fast during summer than the school year.

"One in three U.S. children is obese. This statistic, coupled with the fact that once summer hits, children will be more idle, demonstrates why it's important to help families develop healthy habits now," says Communications Director Lalita Llerena. "As part of the Y's commitment to healthy living, through YMCA's Healthy Kids Day our goal is to improve the health and well-being of kids and inspire habits they can continue into adulthood."

In celebration of YMCA's Healthy Kids Day, the Y offers the following tips to help families develop healthy habits:

- **High Five the Fruits and Veggies** – Make sure kids get at least five servings a day, the minimum number nutritionists recommend to maintain healthy childhood development.
- **Foster an Early and Ongoing Passion for Books** – Read to and with your kids. Help children read at every age and every stage of their development.
- **Team Up for Athletic Events** – Set a family goal of great health by teaming up for community or charity events like races, walks, fun runs, bike rides, etc.
- **Volunteer Together** – Find a cause that matters to the kids. Open their eyes to a world beyond themselves and the rich rewards that come from making a difference.
- **Lead By Example** – Be a good role model – kids can be influenced by seeing how hard their parents work at home or on the job, and how rewarding that experience is.

YMCA's Healthy Kids Day is supported by our local media partner, Tampa Bay Parenting Magazine, which is committed to encouraging kids to lead a healthy lifestyle. For more information, contact lalita.llerena@tampaymca.org or 813-224-9622, ext. 1240.

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