



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

*****Media Alert/Photo Opportunity*****

Tampa YMCA Holds Free Healthy Kids Day® Event to Help Kids Exercise Minds and Bodies

WHAT: This Saturday, April 26, the [Tampa Metropolitan Area YMCA](#) is celebrating YMCA's [Healthy Kids Day](#)® with a free community event that encourages families in the Tampa Bay area to move, learn and live healthier. Healthy Kids Day is a national initiative of the Y featuring fun, educational activities such as the Y's annual [local mascot challenge](#). **Local media will not want to miss the unique opportunity to catch well-known mascots competing in a visually-entertaining dance-off at 12pm.** Local mascots competing this year include 2013 Champion Tampa Bay Buccaneers' Captain Fear, Tampa Bay Rays' Raymond, Plato the Publixsaurus, Chuck E. Cheese, Chick-fil-A Cow, Madagascar's King Julien from Busch Gardens, Sparky the Fire Dog, Y Guy and Y Gal.

Along with thousands and parents and kids, Tampa YMCA wellness experts will be available to speak with media about the importance of keeping kids' bodies and minds active when out of school. There will also be a bounce house obstacle course, Velcro wall, fitness demonstrations, arts & crafts, water safety tips, healthy snacks and sports giveaways. YMCA's Healthy Kids Day is supported by our local community partners, Publix and Tampa Bay Parenting Magazine, which are committed to encouraging kids to lead a healthy lifestyle.

In celebration of Healthy Kids Day, the Tampa YMCA is also waiving the join fee from April 26th to May 4th.

WHEN: Saturday, April 26, 2014, 10am-1pm

WHERE: Curtis Hixon Waterfront Park on 600 N. Ashley Drive in Tampa

WHY: 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.

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