



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 27, 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 an entertaining dance-off at 12pm.** Local mascots competing this year include the Tampa Bay Buccaneers' Captain Fear, Tampa Bay Rays' Raymond, Tampa Bay Lightning's Thunderbug, Tampa Yankees' Blue, Clearwater Threshers' Phinley, Plato the Publix dinosaur, Chuck E. Cheese, Chick-fil-A Cow, Sparky the Fire Dog, Y Guy and Y Gal, plus many others! Attendees can also expect special appearances by professional athletes.

Along with hundreds and parents and kids, Tampa YMCA Associate Vice-President of Wellness Maureen "Mo" Chiodini 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 bounce houses, fitness demonstrations, arts & crafts, water safety tips, healthy snacks and sports giveaways. YMCA's Healthy Kids Day is supported by our local partner, Publix, which is committed to encouraging kids to lead a healthy lifestyle.

**WHEN:** Saturday, April 27, 2013, 10am-1pm

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

**WHY:** Many U.S. children do not get the daily recommended hours of physical activity and reading, and daily amounts of healthy foods. According to the latest findings of the YMCA's Family Health Snapshot – a survey of parents that gauges their children's activity levels during the school year – only 19 percent of children get 60 minutes of physical activity, only 17 percent read books for fun, and only 12 percent eat at least eight fruits and vegetables daily.

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