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*****Media Video/Photo Opportunity*****

North Brandon YMCA Holds Grand Opening for Youth Activity Center

WHAT: Members of the media are cordially invited to join the [North Brandon Family YMCA](#) for the grand opening/ribbon-cutting of the newly renovated Youth Activity Center. Thanks to a \$12,500 grant from Winn-Dixie (formerly Sweet Bay Supermarkets), the center will offer kids a safe environment to exercise, learn about healthy habits and increase their peer interaction.

The center will offer new state-of-the art equipment including *Dance Dance Revolution*, interactive gaming bikes and other play stations.

Following the ribbon-cutting ceremony, the community is invited to a free fall festival/business expo from 4:00-8:00 p.m. featuring food, games and a kids Halloween costume parade.

WHEN: Tuesday, October 28, 2014, 3:30 p.m.

WHERE: [North Brandon Family YMCA](#)
3097 S Kingsway Road
Seffner, FL 33584

WHY: The newly renovated Youth Activity Center will provide an opportunity for the North Brandon Family YMCA to help prevent childhood obesity in the local community. Participating kids will be able to get fit through peer interaction, competition and prizes. Physical training inside the new center is based upon guidelines stated by the American College of Sports Medicine and the YMCA of the U.S.A. Additionally, kids will be encouraged to adopt healthier living styles with an emphasis on Harvard University's, "5, 2, 1, Almost None" curriculum. This program has been adopted by YMCAs throughout the country. It focuses on encouraging youth to eat five or more fruits and vegetables a day, watch no more than two hours of television each day, exercise at least one hour each day and consume almost no sugary drinks and opt for drinking water instead.

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