



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

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

**Bob Sierra YMCA Youth & Family Center Holds Grand Opening  
for Reading Room**

**WHAT:** Members of the media are cordially invited to join the Bob Sierra YMCA Youth & Family Center for the grand opening/ribbon-cutting of its new Reading Room. Thanks to a generous \$25,000 gift from the Hawkins family, the center will provide continued reading opportunities for children and teens participating in the Bob Sierra Y's out-of-school programming.

To help combat summer learning loss, every Bob Sierra Y summer camper will spend two hours per week in the Reading Room, reading books that meet the Sunshine State Standards for Reading.

**WHEN:** Tuesday, June 16, 2015, 10:30 a.m.

**WHERE:** Bob Sierra YMCA Youth & Family Center  
4015 Ragg Road, Tampa, FL 33624

**WHY:** Reading is particularly important during the summer months, when kids are vulnerable to forgetting what they've learned during the school year. According to the *YMCA's Family Health Snapshot* survey - based on responses of nearly 1,200 parents of kids ages 5 to 12 - only 26 percent of kids spend more than an hour each day reading a book for fun during the summer. The survey also revealed parents prioritize finding enriching activities and ensuring that their kids don't lose what they've learned during the school year over the summer. However, they may need help following through on these intentions to help avoid summer learning loss.

Without access to daily lessons and enrichment, kids are at risk of falling behind during the summer months. To help prevent summer learning loss, the Y is helping parents turn their good intentions into reality with programs designed to strengthen their kids' minds and keep them on track for good academic success year-round.

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