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## **Tampa YMCA Launches Community-Wide Health Movement**

*Tampa Y launches its January campaign inspiring the city to Become Your Own Superhero*

**Tampa, FL (December 29, 2014)** –[The Tampa Metropolitan Area YMCA](#) has launched its January “Be Your Own Superhero” campaign. The campaign is aimed at inspiring and empowering the citizens of Tampa to make a life resolution to be the best version of themselves, by joining the health movement and becoming their own superhero. As part of the campaign, the YMCA has joined forces with key community leaders, all of whom are advocates of health and are committed to improving the health and well being of the Tampa community. For this campaign, Tampa Mayor Bob Buckhorn, Tampa Chief of Police Jane Castor, and Tampa Bay Rays player Kevin Kiermaier are all featured in a commercial showing Tampa how they each become their own superhero.

“The idea of the campaign is to empower the people of Tampa to make choices that enable them to be the best version of themselves. Having city leaders like Mayor Buckhorn, Chief Castor and Kevin as part of the campaign is a great opportunity to build on the Tampa Metropolitan Area YMCA’s goal to support a community-wide health movement,” said Jacqueline Rivera, YMCA VP of Marketing. “These leaders are true supporters of the YMCA – from the Mayor’s frequent community support to the Ray’s recent support for the YMCA’s drowning prevention program.”

As part of the campaign, the Tampa Metropolitan Area YMCA is offering different incentives to new members, including zero enrollment fees to those who join in the month of January. “Every year we see more and more New Year’s Resolutions, and less life resolutions. At the YMCA, we believe in making an impact in our community, and more importantly, in improving the health and well-being of our community,” said Tom Looby, YMCA President & CEO.

The January campaign is an integrated campaign across television, radio, web, social, mobile, print, events and in-venue. Sparxoo, an integrated marketing agency in Tampa and Miami, led the YMCA’s campaign creation on behalf of the Tampa Metropolitan Area YMCA’s leadership team.

Since its inception in 1889, the Tampa Y has focused on strengthening the communities it serves, by nurturing the potential of children and teens, improving the health and well-being of area residents, and giving back and providing support to community neighbors. In its 125-year history, the Tampa Y has always been there for its community, supporting area families, serving all ages, and infusing its core values of honesty, respect, responsibility, caring and faith at all operational levels.

To learn more about the Tampa YMCA’s Be Your Own Superhero initiative, visit [www.TampaYMCA.org/Superhero](http://www.TampaYMCA.org/Superhero).

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### **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](http://www.tampaymca.org)