



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

FOR IMMEDIATE RELEASE

Contact:

Barb Bettin, President/CEO
YMCA of Lincoln, NE
(402) 434-9201
bbettin@ymcalincoln.org

YMCA TO EXPAND COOPER Y CAMPUS

[LINCOLN, NE, AUGUST 12, 2011] – The YMCA of Lincoln, NE is pleased to announce a new “Express Y” facility expected to open January 1, 2012 which will expand its services for children and families. The facility is located at 1701 Pine Lake Road. This location will primarily serve members who are accustomed to traveling to the Cooper Y at 6767 S. 14 Street and will provide additional space & opportunities within the general service area. The facility will be a free added value for any Lincoln YMCA member as well as anyone wishing to join the Y.

This new 5,000 square foot facility will provide ample parking, additional space for the Y’s child watch service which is free to members while they are participating in Y activities in the facility, family exercise, wellness consultations, individualized health programs as well as a soon to be offered NEW program called “NEXT STEP”. This program will be tailored to the individual who is new to exercise, to the individual who is wishing to return to a more consistent pattern of exercise or to the regular exerciser who is wishing to enhance his/her exercise program. Other features of the new Express Y are state of the art cardio machines such as treadmills and elliptical equipment. In addition, a user-friendly weight circuit as well as free weights will be available.

On May 26th, the Lincoln YMCA Board of Directors engaged in a strategic planning retreat. Outcomes of the retreat were short-term goals to better serve our community as well as long-term goals for the future of the Y and the many families it serves. The opening of this new Express Y near the Cooper Y was a unanimous decision by the board in order to provide more space for members in an already successful and mission driven Cooper YMCA facility. Long-range goals include a future facility in southeast Lincoln which will serve families in the southeast quadrant of the city. Presently the Lincoln Y has locations in the southwest, northwest, northeast and the downtown areas of the city.

The Lincoln Y has long been the leader in health and wellness. Many health issues can be alleviated by daily exercise. Healthy living, along with youth development and social responsibility are the major areas of focus of the Y.

In 2010, through its annual Strong Kids Community Support Campaign, the Lincoln YMCA provided over \$1,221,742 in financial assistance and services to children, families and individuals in our community. The Y is also a leader in three important community initiatives including Character Development, which is integrated into all programs, Developmental Assets, which are building blocks for a strong community and Activate America, which focuses on youth obesity, healthy and active living. For more information about the Lincoln Y please go to ymcalincoln.org and find out how you and your family can be involved today.

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