



YMCA

We build strong kids,  
strong families, strong communities.

**FOR IMMEDIATE RELEASE**

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## **Reader's Digest Awards Lincoln YMCA \$1,000 'We Love Reading' Grant**

(Lincoln, Nebraska) July 8, 2008— One of 10 YMCAs nationwide selected to receive funding to support reading together as a family.

The Lincoln YMCA, Cooper Branch is one of 10 YMCA's nationwide selected to receive a \$1,000 Reader's Digest "We Love Reading" Grant to support family-centered reading programs in 2008.

The grant will be used to host a community-wide "We Love Reading" event on September 18th, 2008.

Our event will feature a story time for kids as well as some fun craft activities. In addition, the first 100 kids registered will receive a free book from Readers Digest. There will be two event sessions. The morning session will be from 9:30 AM – 10:30 AM and will be geared for kids in 3-6 age range. The evening session will be held from 6:00 PM – 7:00 PM and will be geared for kids of all ages up to age 10. Children who attend the event must be accompanied by a parent or guardian. Interested parties can register at the Cooper YMCA front desk or contact Kim Pair at [kpair@ymcalincoln.org](mailto:kpair@ymcalincoln.org) for more details.

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**YMCA mission:** To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

“Reader’s Digest is thrilled to be collaborating with the Lincoln YMCA and its family strengthening programs” said Marnie Braverman, Associate Publisher of Marketing for Reader’s Digest. “Working with a community-based organization like the YMCA, with such a strong track record of making a difference in the lives of the people it serves, supports our overall mission to create products that inform, enrich, entertain and inspire people of all ages and cultures around the world.”

In addition to the grant, Reader’s Digest will provide each participating YMCA with up to 300 books to distribute at the “We Love Reading” event. Reader’s Digest’s total gift to the YMCA – including the national grant award and in-kind support of books and public service recognition in the magazine - is valued at \$272,000.

“The generous support of Reader’s Digest will enable our YMCAs to better serve and strengthen the cornerstone of our community - families,” said J.P. Lauterbach, Cooper YMCA Executive Director. “Through this grant, we can enhance our family programming in a significant way by offering our first “We Love Reading” event to the community. And the additional gift of the books will help us extend that impact locally.”

Since their founding, YMCAs have been helping families build stronger bonds, achieve greater work/life balance and become more engaged with their communities. Today, millions of families participate in YMCA programs, with nearly 900 YMCAs offering family-specific programs, including family fitness, family camp and parent-child programs that have been bringing parents and children together since 1926. In the city of Lincoln, the YMCA serves families through many programs including, before and after

school child care, preschool programs, family centered fitness programs, swim lessons, gymnastics, camps, and much more.

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**ABOUT READER'S DIGEST:** Reader's Digest is a monthly general interest family magazine cofounded in 1922 by Lila Bell Wallace and DeWitt Wallace. With a circulation of more than 10 million in the United States, and a readership of 38 million (as measured by Mediamark Research (MRI), it is one of the best-selling consumer magazine in the U.S. Global editions of Reader's Digest reach an additional 40 million people in more than 70 countries, with 50 editions in 21 languages. Reader's Digest is owned and published by The Reader's Digest Association, a privately held company based in Chappaqua, New York. It is the Reader's Digest mission to create products that inform, enrich, entertain and inspire people of all ages and cultures around the world. Visit [www.rd.com](http://www.rd.com).

**THE YMCA: A LONG-STANDING COMMITMENT TO HEALTH OF SPIRIT, MIND AND BODY:**

The nation's 2,663 YMCAs serve nearly 20.2 million people each year, including 9.4 million children under the age of 18. Through a variety of programs and services focused on the holistic development of children and youth, family strengthening, and health and well-being for all, YMCAs unite men, women and children of all ages, faiths, backgrounds, abilities and income levels. From urban areas to small towns, YMCAs have proudly served America's communities for nearly 160 years by building healthy spirit, mind and body for all. Visit [www.ymca.net](http://www.ymca.net) to find your local YMCA.