



FOR IMMEDIATE RELEASE

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Hamilton Area YMCA celebrating 70 years of serving the community
Marking the milestone by asking for "Stories of Impact" and community support

Hamilton, NJ – February 11, 2021 – The more things change, the more they stay the same. The Hamilton Area YMCA was born of a need to serve children and families in the community and 70 years on, they're still doing that, and so much more. Led by their history-making Female CEO, Diana Zita, the inclusive organization accomplishes its mission through programs that nurture the potential of young people, improve individual health and well-being, and provide opportunities to give back to the community and support our neighbors.

Over the last 70 years, the Y has transformed from a small organization providing programming, summer camp and child care at sites including schools and churches to an organization of nearly 12,000 members (pre-pandemic). The organization has two facilities – the JKR Branch in the center of Hamilton and the Sawmill Branch in the more rural Yardville area of town – and, has expanded and adjusted its program offerings over the last seven decades to ensure that they consistently serve the ever-changing needs of the community.

Some of the programs the Hamilton Area YMCA offers are timeless, the things that our community will always need, such as: Child Care, Swimming Lessons, Summer Camp, Group Exercise Classes, Wellness Center, and Youth Sports.

In recent years, the Hamilton Area YMCA has expanded to ensure that they reach every member of the community. This led to the creation of programs that address friends and neighbors with specific health or developmental needs: SKOR (Special Kids Organized Recreation), (S.O.A.R.) Special Organized Adult Recreation, Delay the Disease Parkinson's Prevention, THRIVE Cancer Wellness, and the OneStep Multiple Sclerosis Program.

These programs demonstrate The Ys commitment to ensuring the impact of their mission of youth development, healthy living and social responsibility is felt throughout all parts of Central New Jersey.

"We are proud to support our community through the mission work of the Hamilton Area YMCA, and as those needs have grown and changed over the last 70 years, our Y has pivoted and transformed to provide programs and services for all. I am excited for our future and grateful to have the support of the board, staff, donors, volunteers, and members" said Diana Zita, Hamilton Area YMCA CEO.

HAMILTON AREA YMCA

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Heading into its 70th year the Hamilton Area YMCA faced its most daunting transformation to date with the COVID-19 pandemic. Despite the pandemic dramatically impacting the organization and forcing their doors closed, **their service to the community never ended.** The Y mobilized child care for first-responders and essential workers, hosted blood drives to combat the critically low blood supplies at local hospitals, and held food drives to stem the increase in food insecurity.

With COVID-19 still prevalent, the Hamilton Area YMCA is aiming to mark their 70th milestone with “stories of impact.” “Everyone has a Y story and we’re asking the community to share how the Hamilton Area YMCA has impacted them over the last 70 years, with their stories and photos” said Denise Wyers, Sr. Director of Marketing & Special Events.

As a non-profit organization, the Hamilton Area YMCA relies on the support of the community to do its mission work. The Y enjoys partnerships with a variety of local businesses, corporations and foundations and raises funds through their annual giving campaign and special events typically held throughout the year. Heading into 2021, the Hamilton Area YMCA endeavors to continue to raise \$1.5 million in contributed support to ensure that mission programs are fully funded and that the Y can rebound from the continuing effects of the pandemic. You can help by donating to support the Ys mission. In this 70th year the Y is asking members of the community to consider a donation of \$70, though any donation is appreciated.

If you are interested in contributing to the Y’s “stories of impact” please-mail them to dwyers@hamiltonymca.org. If you would like to donate, please visit <https://charity.gofundme.com/o/en/campaign/save-my-y>

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Established in 1951, the Hamilton Area YMCA is a 501(c)3 non-profit community organization that promotes youth development, healthy living and social responsibility. Our two branches play host to a variety of programs designed to nurture the potential of young people, improve our health and well-being, and provide opportunities to give back to the community and support our neighbors. For more information about the Hamilton Area YMCA and the programs we offer, visit www.hamiltonymca.org.

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