



We build strong kids,  
strong families, strong communities

## 3 Community Based Fundraisers for the Children of the Pittsfield Family YMCA

FOR IMMEDIATE RELEASE: March 16, 2010--PITTSFIELD, MA—The Pittsfield Family YMCA is excited to announce the arrival of 3 up-and-coming fundraisers spanning from March 24 to April 13<sup>th</sup>. These three fundraisers are set to benefit the YMCA's Afterschool Care Program, the Childcare Program and the YMCA's Annual Reach Out for Youth Campaign. Proceeds from these fundraisers will benefit the expansion of our childcare programs, in-house childcare renovations, and youth scholarships that provide children in our community with the chance to participate in youth sports, child care, camps, and events.

The first fundraiser is set for March 24<sup>th</sup> until April 6<sup>th</sup>. This is known as the JcPenney Round-Up Event. The Pittsfield Family YMCA pairs up with JcPenney four times a year to round-up change from a customer's purchase. Store personnel will ask customers at the register if they would like to round-up to the next dollar and that spare change will be received by the YMCA. According to the National YMCA Headquarters; "The average donated amount during this campaign is just \$0.38 per customer. This may not seem like much, but this small amount has helped organizations to raise \$4.7 million nationwide." The above statement truly proves that no donated amount is too small.

The YMCA's second fundraiser will be held to benefit our Child Care Program at the YMCA. Slayton Studios will be present within the YMCA building to take keepsake photos of the infants, toddlers, and pre-schoolers enrolled in the YMCA Child Care Program. A packet will be generated for parents to take home. 20% of the proceeds from this fundraiser will benefit the Childcare Program.

Lastly, Arizona Pizza will be hosting a Dining to Donate Program for the Pittsfield Family YMCA on Tuesday, April 13, 2010. Anyone can attend the participating Arizona Pizza location on 660 Cheshire Road in Lanesboro, MA and request that 20% of their bill goes toward the Reach Out for Youth Campaign at the YMCA. This fundraiser is available to anyone who either dines in or takes out their order on the given day. The YMCA's Reach Out for Youth fundraiser generously helps children go to camp, child care, and youth programs that may not normally have the opportunity to enjoy these experiences.

The nation's 2,686 YMCAs respond to critical social needs by drawing on or collective strength as one of the largest not-for-profit community service organizations in the United States. Today's YMCAs serve thousands of U.S. communities uniting 21 million children and adults of all ages, races, faiths, backgrounds, abilities, and income levels. The Pittsfield Family YMCA has now been building strong kids, strong families, and strong communities in Berkshire County for 125 years.

**For more information on any of the above fundraisers please feel free to contact Marketing & Membership Director, Susan Jacobs at 413-499-7650 ext. 42 or via email at [sjacobs@nycap.rr.com](mailto:sjacobs@nycap.rr.com).**

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

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