

January 25, 2010

PRESS ADVISORY/RELEASE
YMCA Caring for People Campaign Kick-off – 12:45 pm
YMCA Downtown Topeka
Tuesday, January 26, 2010

The YMCA Caring for People Campaign makes it possible for kids and families in need to participate in YMCA membership and programs in 2010.

The campaign will be launched during the YMCA Annual Board Meeting at the downtown facility. The Board meeting starts at noon and the campaign launch is scheduled for 12:45 pm.

The YMCA new website donated by CoreFirst Bank & Trust and ASA Marketing Group will be introduced for use in the 2010 Caring for People Campaign. Microtech Solutions provided web development, programming and maintenance for the new site. Donors can go to the website at www.topekaymca.org and click on the *Ways to Give* button to donate to the campaign. Donors of \$25 or more will receive a free car wash compliments of Eagle Auto Wash and Detailing Salon.

Last year over 400 donations from Topeka businesses and citizens provided over \$150,000 in membership and program funds for 600 kids who otherwise could not afford to participate.

The YMCA of Topeka with its three locations serves over 25,000 families and kids in the greater Topeka area.

For additional information, contact:

Lin McRoberts, Marketing /Membership Director
YMCA of Topeka
Phone: 354-8591