



YMCA of Fredericton launches 2020 Annual Fundraising Campaign

(Fredericton, NB – January 8, 2020)

The YMCA of Fredericton is launching its 2020 Annual Fundraising Campaign with a vision to ensure all individuals and families have access to YMCA programs and services regardless of their financial situation.

As of January 1, 2020 we are excited to launch our *Strong Communities Campaign*, a new fundraising campaign that blends our reasons for giving with our vision of a healthy, diverse and growing community. Although our name has changed, our objective remains the same; raising much needed resources to give children, teens, adults and seniors the opportunities they need to live healthier, happier lives.

The YMCA *Strong Communities Campaign* will provide financial assistance to make the YMCA of Fredericton affordable for everyone - children, youth, adults and seniors of all abilities, ages and backgrounds. Jason Dickson, CEO, states that “As a charity for more than 161 years, we rely on donations from individuals, businesses and community partners. Our goal continues to be to provide a safe and welcoming environment where members can develop healthy habits that will become lifelong practices. We believe that everyone deserves the right to lead an active healthy lifestyle regardless of their financial situation.”

The YMCA of Fredericton is especially thankful to the financial commitment of the Epsilon Y Service Club and their \$20 000 lead gift to the YMCA *Strong Communities Campaign*. In the words of their treasurer, Margaret Loughrey “The Epsilon Y Service Club loves their Fredericton Y! The Epsilon Y Service Club commits to support the Fredericton YMCA in 2020 with its basic philosophy working in partnership with our community to help everyone reach their full potential through the promotion of healthy body, mind and spirit.”

All monies raised go directly to individuals and families, in the Fredericton area, who have applied for financial assistance.

To kick off the annual campaign, Mayor Mike O’Brien will be declaring January 26 – February 1 YMCA Strong Communities Week, in the city of Fredericton.

For more information or to donate to the YMCA of Fredericton Strong Communities Campaign, please visit www.fredericton.ymca.ca, our Welcome Desk at 570 York Street, or contact Shawna White at 506-462-3000 ext.: 105.