



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

EVENT PROFILE – HEALTHY KID’S DAY

Focus: FAMILIES & CHILDREN
Type: LOCAL COMMUNITY
YMCA: YMCA YOUTH & FAMILY SERVICES
Years: 3 LOCAL /20+ REGIONAL



BASICS

Summary: The Y’s national initiative to improve the health and well-being of families, featuring fun active play and educational activities to help kids be healthy and reach their full potential.

Scale: 500 Family members, 50+ volunteers, Avg. family size: 4, School-Based

Target: Elementary/Middle school youth and their parents.

Partners: Partners in this year’s Healthy Kids Day: Healthcare Initiative Foundation, Patient First, Montgomery County Department of Transportation Montgomery County Maryland Safe Kids, and Montgomery County Department of Health & Human Services and Delta Air Lines.

Location: New Hampshire Estates Elementary School
8720 Carroll Ave, Silver Spring, MD 20903

Activities: Families will enjoy activities with “The Play Lady” that motivate adults and kids to play together and develop engaging and healthy routines at home. Fun activities include a safety station for young bicyclists and pedestrians, a relay race, a photo booth, arts and crafts, and face painting. Participants will also have the opportunity to try healthy snacks; learn about our YMCA programs, and win raffle prizes.

OPPORTUNITIES

Swag: Every family will receive a goody bag to fill with free health information from a variety of vendors.

MORE INFO

Webpage: <http://yfs.ymcadc.org/?p=538>

Photos: <https://flic.kr/s/aHsjYhdUZu>

DETAILS

EVENT SUMMARY

The YMCA Youth & Family Services (YMCA-YFS) invites children, families, and the community at large to its annual Healthy Kids Day, Saturday, April 29th, from 3:00pm to 5:00pm. It's a popular nation-wide event by the YMCA to inspire good health and well-being for all families. Youth & Family Services is holding its Healthy Kids Day, which is free, at New Hampshire Estates Elementary School. Families will enjoy activities with "The Play Lady" that motivate adults and kids to play together and develop engaging and healthy routines at home.

ACTIVITIES

Fun activities include a safety station for young bicyclists and pedestrians, a relay race, a photo booth, arts and crafts, and face painting. Participants will also have the opportunity to try healthy snacks; learn about our YMCA programs, and win raffle prizes.

PURPOSE

Healthy Kids Day is just one example of how YMCA-YFS supports disadvantaged youth to keep their mind and body active throughout the year. Our 17 programming sites within Montgomery County provide school and community-based early intervention services to at-risk children and their families – across Montgomery County, but primarily in Silver Spring and Bethesda-Chevy Chase. We provide social services, teach life skills, and help participants make healthy choices for their future. (Nearly all of our services are provided free of charge.)

PARTNERS

Healthcare Initiative Foundation, Patient First, Montgomery County Department of Transportation Montgomery County Maryland Safe Kids, and Montgomery County Department of Health & Human Services and Delta Air Lines.

REACH

Nationwide, the Y helps more than 9 million youth overcome hurdles and provides a safe place to learn, stay healthy, and build friendships.

For additional information about the YMCA Youth & Family Services, please call Carson Henry (per contact above), or visit <http://yfs.ymcadc.org/>.

For more information about the event visit:

<http://yfs.ymcadc.org/aboutus/ynews/hkd/>

BENEFITS

- ✓ Media Exposure
- ✓ Local Reach
- ✓ Affordable
- ✓ Targeted

FEATURES

- ✓ The Play Lady
- ✓ Kid's activities
- ✓ Health vendors
- ✓ Healthy food tastings
- ✓ Pedestrian and bicycle safety

SPONSOR LEVELS

\$5,000- Presenting Sponsor

\$3,000- Champion

\$2,000- Partner

\$1,000- Advocate

\$500- Friend