



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
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**Contact:**

Katie Healy  
Communications, YMCA  
602-257-5121 | khealy@vosymca.org

Heather Schader, Martz Agency  
480-998-3154 | hschader@martzagency.com

## **VALLEY OF THE SUN YMCA WELCOMES KERRI O'BRIEN AS VICE PRESIDENT HEALTHY LIVING**

*Kerri O'Brien to lead all YMCA healthy living programs*



PHOENIX, AZ (May 11, 2011) - The Valley of the Sun YMCA is pleased to announce the addition of Kerri O'Brien, CSCS, MBA, EdD (abd) as the nonprofit's new Vice President Healthy Living.

O'Brien joins the Y's Senior Leadership team with an extensive professional career in health, wellness and fitness. Most recently O'Brien served as the Global Director of the Life Fitness Academy of Life Fitness Inc. based in Illinois. O'Brien previously served as the Executive Director of Membership, Marketing and Fitness for the Valley of the Sun YMCA from 2001-2003.

"The Valley of the Sun YMCA is fortunate to have Kerri O'Brien join our leadership in her new role as Vice President Healthy Living," says George Scobas, President and CEO, Valley of the Sun YMCA. "Her depth of health and wellness knowledge is a true asset to the Y and will enable all of our wellness and fitness programs and collaborations in wellness initiatives

to continue to improve and expand throughout the Valley."

As Vice President of Healthy Living, O'Brien will serve as the Voice of the YMCA for a new strategic plan commitment to building healthier communities throughout the Valley, Flagstaff and Yuma. Additionally, she will lead a major new initiative in Corporate Wellness for the YMCA.

"We have a number of new community collaborations that are emerging opportunities for our YMCA and Kerri O'Brien will provide a very important leadership role in these new communities," stated George Scobas.

Since 1992 O'Brien has made a name for herself in the health, wellness and fitness world from early roles within Arizona State University's Wellness Center and Sports Medicine Departments to roles with Phoenix College, the Arizona Rattlers, DMB Sports Clubs, Arizona Peace Officers Association, FITLINXX and Colorado Weigh Weight Management.

O'Brien completed undergraduate degrees in Exercise Science in 1994, as well as Nutrition in 1996 at Arizona State University. O'Brien earned a Masters in Business Administration from the University of Phoenix in 2001 and will complete her Doctorate of Education from Argosy University.

The Valley of the Sun YMCA is one of the largest human services non-profit organizations in Arizona. As the oldest non-profit in Arizona, the YMCA serves local communities in Maricopa County, Pinal County, Yuma, Flagstaff and Prescott offering over 283 programs and 26 social services at 17 locations. Members are welcome regardless of gender, religion, ethnicity, age or ability to pay. The YMCA aims to provide each member with every opportunity to reach farther and improve their lives and the lives of those around them. Through Youth Development, Healthy Living and Social Responsibility, the YMCA's goal is to inspire positive and lasting social change. Visit [www.valleyYMCA.org](http://www.valleyYMCA.org) to learn more.

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