



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

FOR IMMEDIATE RELEASE

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VALLEY OF THE SUN YMCA DEBUTS SMART STARTSM HEALTHY LIVING WITH THE Y

Getting healthy one of your New Year's resolutions? Try the new Smart Start program at the Y

Phoenix, AZ (January 3, 2012) – The top New Year's resolution each January 1 is to lose weight and get fit. Gym memberships and fitness equipment become top sellers for the month. According to *Time* Magazine and a multitude of sources, by February the memberships and the equipment typically go unused. To make that New Year's resolution a little easier to follow through, the Valley of the Sun YMCA has developed **SMART STARTSM Healthy Living with the Y** to ensure the goal of getting healthy is one you can stick to throughout the year.

SMART START Healthy Living with the Y is a brand new approach to fitness and healthy living available only at the Valley of the Sun YMCA. Developed by the Y, SMART START will provide a unique new way to achieve and maintain fitness for everyday life, and good health for a lifetime. Come in today for a free visit with a SMART START Concierge and get on the path to healthy living!

Designed by Valley of the Sun YMCA Vice President of Healthy Living Kerri O'Brien, SMART START takes a personalized approach to getting people on the road to healthy living. First step is to meet with a SMART START Concierge and outline your health, wellness and fitness goals. The SMART START Concierge then prescribes a personal YMCA plan of action for each member – fitness classes, personal training either one-on-one or small group classes, sports programs for the kids, or educational lectures, etc. Once the prescription is set, the Y offers a SMART Assessment service that sets baseline measurements, allowing each member the track their progress.

“SMART START, Healthy Living with the Y is changing not only the way the Y introduces programs to new members and the community, it is literally changing lives.” said Kerri O'Brien, Valley of the Sun YMCA, Vice President of Healthy Living. “85% of people who start a fitness program slow down and stop shortly after they start. SMART START is going to motivate them to stick with it!”

The Valley of the Sun welcomes everyone looking to improve their health and fitness for both mind and body to consider becoming a YMCA member in the New Year. Becoming a YMCA member not only gives you the place and the tools to meet your fitness goals but allows you to connect with people just like you and have fun! From infants to seniors and every age in between, the YMCA offers programs to enrich and benefit everyone in the family.

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The Y has invested in new top-of-the-line equipment, SMART START Concierges, and “Ask the Trainer” and “Hot Topics” discussion evenings, all with the concentrated effort to meet and maintain the health and wellness goals of the community.

The Valley of the Sun YMCA offers programs built around three areas: Healthy Living, Youth Development and Social Responsibility. Your local Y is much more than a fitness facility. Beyond the gym, membership at the Y supports a variety of programs and services that touch every member of the community. From a child learning to swim to giving a disadvantaged youth the opportunity to complete high school to a senior staying active, the Y is their neighborhood community center.

Sign up for a new Y membership this January and receive big savings including \$75 off the standard \$100 joining fee. Benefits of a full YMCA membership include:

- Dozens of Free Fitness Classes
- Free Water Fitness Classes
- Free Child Watch for the kids while you work out (Family Memberships)
- Free Senior Programs
- Reduced Rates on a variety of lessons, youth sports, camp and after school programs
- Much, much, more

The Valley of the Sun YMCA is proud to celebrate its 120th anniversary in 2012. Founded in 1892, the Valley of the Sun Y was serving Arizonans twenty years before statehood. To find your nearest YMCA branch please call 602-404-9622 or log onto www.valleymca.org for more information today.

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Valley of the Sun YMCA is one of the largest human services non-profit organizations in Arizona. As the oldest non-profit in Arizona, celebrating 120 years in 2012, 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 to learn more.