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Attn: News Desk

Major important news that just happens to be positive news!

YMCA to hold major fund development announcement this coming Monday

Grand Rapids, Mich. – The Grand Rapids community, located in the state with the highest unemployment rate of 13.9% in the nation, has donated an all-time record amount of money to the YMCA of Greater Grand Rapids in its 143 years of operation.

At a time when the need for the Strong Kids scholarships has doubled in the past year, area residents, business leaders, and hundreds of volunteers have raised about a 7% increase over the previous record amount.

At a time when job security is paramount, families are cutting back and companies are doing all they can to weather this economy, thousands of individuals and businesses have made a commitment to the mission and values of the YMCA.

The Strong Kids Campaign raised the money by meeting face-to-face to share the story of how the YMCA impacts the lives of kids and families in West Michigan. About 1/10th percent of the money was raised through internet donations on the Strong Kids Campaign website.

Who: Ron Nelson, YMCA of Greater Grand Rapids President/CEO, Chuck Bennett, 2009 Strong Kids Volunteer Campaign Chair, and Mary Jo Lewis, Strong Kids recipient

What: Announcement of record breaking success despite tough economic times

When: Monday, June 29, 2009 promptly at 10:00 am

Where: David D. Hunting YMCA, 475 Lake Michigan Drive NW. News conference will be in the corporate offices on the top floor.

Media note:

Up front parking, interviews and photos or B-roll right after the news announcement.