



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**NORTH SUBURBAN
YMCA**

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FOR IMMEDIATE RELEASE

Membership Surge Buoy's YMCA Programs

Increased Participation Reflects Wide-Ranging Improvements

Northbrook, Illinois: January 2012 – Riding a wave of positive buzz about upgrades to its programs and facilities, the North Suburban YMCA announced that it has achieved its highest membership numbers in more than eight years. As of mid-January 2012, the Y reported that over 2,225 households currently hold membership at the Y, up over 30% from just over 1700 households since 2006. Membership has been on a rapid surge recently, registering a 10% overall growth just since September 2011. Measured separately, family memberships -- the core membership category of the Y representing 45% of all membership units -- have grown by 20% since December 2009.

Additionally, program participation has also been on a steady upward trend. While over 11,000 participants registered for programs in all of 2011, more than 7000 people have already registered for the first six months alone, putting the Y on pace to smash through its record setting pace set last year. Enhanced Y membership benefits including free cycling and Zumba have contributed to many programs experiencing greater growth and waiting lists, and some drop-in fitness classes are often filled to capacity.

Y Executive Director/CEO Howard B. Schultz believes that this positive trend is the result of the Y's cause-driven mission as a family-based community center, its outstanding instructors, and the visible and extensive improvements made by the 50-year-old community institution. "Since 2006, we've listened to what people wanted, and we've created innovative programs to fill those needs. Plus, everyone is excited about the renovations in our building."

The renovation of the Y's facility has been funded by generous large and small private donors to the Y's ongoing Capital Campaign. With fundraising launched in 2006, the Campaign has raised \$5.4 million to date and paid off the Y's mortgage, funded the installation of a passenger elevator and new fully accessible playground, purchased new fitness equipment, and enabled the Y to renovate a number of vital child-care and fitness spaces. In the coming weeks, an additional \$1.6 million in major renovations will begin on the building's lobby, locker rooms, ADA accessibility, a new security system, and restrooms.

The Y will remain open throughout the process. Future projects will include improvements to the swimming pool, track area, and additional mechanical systems once an additional \$2.4 million is raised in the campaign. All the improvements will promote the Y's core goals of supporting healthy families and a healthy community that is accessible to all.

While the renovations move forward, new members are drawn to the Y's enhanced program offerings. In particular, the gymnastics programs, art classes, and programs for youth with special needs are driving the increase in participation, with continued high enrollment in the performing arts, swimming, and sports areas. Special programs, like the complimentary Friday Family Fitness classes, are drawing members to the Y more frequently. "Our members like the community aspect of being at the Y, as well as the great value of our programs," noted Membership Director Sari Glazebrook. "The quality of instructors is second to none, and there's so much going on, each member of the family can enjoy their own different activities at the Y at the same time."

About the North Suburban YMCA

The YMCA is a not-for-profit entity and relies on donations to fund capital improvements and transform the facility. All board members are community volunteers, who donate their time, talents and financial resources. Located at 2705 Techny Road in Northbrook, the YMCA has served area families in its twelve-city region for over 40 years. The Y is about youth development, healthy living, and social responsibility, providing programs and services that meet the needs of our community and are accessible to all. For more information or to make a donation call Tara Bilby at 847-272-7250, tbilby@nsymca.org, or visit www.nsymca.org.



Photo 1 Caption: A complete renovation of the lobby area is one of many improvement projects soon to be underway at the North Suburban Y.



Photo 2 Caption: Fitness classes at the Y, like this one led by Linda Dahlke, are increasingly popular as membership levels rise.