

For Immediate Release

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## **TRANSFORMING LIVES AT THE NATION'S LARGEST CONSUMER HEALTH EVENT**

**The YMCA of Metropolitan Washington to feature life-changing programs for DC residents at the NBC4 Health & Fitness Expo**

**Washington, D.C., January 13, 2011** – Over the years, the success of the NBC4 Health & Fitness Expo has continued to grow, but the focus amongst exhibitors has been on health and health care, as opposed to holistic wellness. Many of us struggle with being proactive, rather than reactive, and one exhibitor will be there to assist the over 87,000 attendees with that challenge. After receiving their health screening results and getting advice from guest speakers, community members can stop by the YMCA of Metropolitan Washington's booth to discover long-term practices for maintaining a healthy lifestyle – tailored to their needs and preferences.

The Y's focus at this year's event is to connect and engage with the community on a grassroots level. They will showcase tried and true programs and services from camp to swim lessons to mentoring, many of which are underutilized. Through partnerships with CareFirst BlueCross BlueShield and Giant Food, attendees also have the opportunity to sample activities from signature programs, specifically PHD (Physical, Healthy and Driven) and Fit & Well Seniors, allowing attendees to try them for themselves.

"Speaking directly with community members is a largely overlooked component to assessing and sustaining health and wellness needs," states Angie L. Reese-Hawkins, President and CEO of the YMCA of Metropolitan Washington. "At the Y, we want to ensure that our neighbors are given the avenues to live well, no matter what stage of life they are in."

The YMCA of Metropolitan Washington is committed to supporting all members of the community in their health and wellness, regardless of ability to pay. Visitors to the Y booth will be given the opportunity to try out a full-service facility with a free 7-day guest pass... they may even win a free one-year membership!

### ***About the YMCA of Metropolitan Washington***

*The YMCA of Metropolitan Washington has been providing vital programs and services for local adults, children and families for more than 150 years. The YMCA is one of the largest social service agencies in Washington D.C., suburban Maryland and northern Virginia. Last year, the YMCA of Metropolitan Washington touched the lives of 265,000 people through our 17 branches and program centers. For more information, visit [www.ymcadc.org](http://www.ymcadc.org).*

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