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## Princeton Family YMCA awarded \$15,000 from Sam's Club 'Giving Made Simple' Campaign

*Gift is part of \$1 million national charitable giving initiative to support national urban education and outreach*

**PRINCETON** - The Princeton Family YMCA has received a grant of \$15,000 from Sam's Club to enhance programs designed to help teens prepare for and achieve higher education.

The award is part of a \$1 million gift to YMCA of the USA (Y-USA), the resource office for the nation's 2,687 Ys, for placing first in the education category of Sam's Club "Giving Made Simple" online campaign, conducted earlier this year.

The gift to Y-USA is supporting national urban education and outreach initiatives, including YMCA's Achievers, an academic achievement and college readiness program designed to help teens set and pursue high educational and career goals. At the Princeton Family YMCA, the funding will be used to the Y Scholars program, a group mentoring program for middle and high school students working with young people through the Y's service area.

"We are grateful that the Princeton Family YMCA was selected to receive funding from the Giving Made Simple campaign and we want to thank Sam's Club and all of its members and associates who voted for the Y," said Kate Bech, CEO. "This gift will help to support our ongoing efforts to bring the vital work we do with youth and teens to the forefront of our community."

Through YMCA's Achievers and other youth development initiatives such as Youth in Government and College Goal Sunday, Ys across the country provide youth with opportunities for academic enrichment, college access support, adult mentors and leadership skills. The Princeton Family Y is one of 60 Ys selected to receive \$15,000 grants from the Giving Made Simple campaign.

Giving Made Simple was designed to support educational programs aimed at empowering the nation's youth to ensure they succeed in the future, and small business and entrepreneurial programs that help business owners launch, sustain and grow their businesses. Last April, Sam's Club members and associates were encouraged to log on to the company's web site, or use the social media sites Facebook and Twitter, to vote for one of eight participating non-profit organizations - four in the entrepreneurial category and four in the education category. Y- USA placed first in the education category. Sam's Club also accepted votes in its stores nationwide on one designated day.

"Giving Made Simple is an exciting addition to our charitable efforts and complements our core business strategy that puts our members first in everything we do at Sam's Club," said Brian Cornell, President and CEO. "We believe that by supporting organizations like the Y that are dedicated to preparing children and teens for life-long success - we are making an investment in the communities and people we serve."

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### About Sam's Club

Sam's Club is a division of Wal-Mart Stores, Inc., (NYSE:WMT). The first Sam's Club opened its doors in Midwest City, Okla., in 1983. Today, Sam's Club serves more than 47 million U.S. members with locations nationwide, as well as in Brazil, China, Mexico and Puerto Rico. Saving is made simple at Sam's Club. Visit [samsclub.com](http://samsclub.com) for more information.

### About the Princeton Family YMCA

The Princeton Family YMCA is part of a powerful association of men, women, and children of all ages and from all walks of life joined together by a shared passion: to strengthen the foundations of community. With a commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility, the YMCA ensures that every individual have access to the essentials needed to learn, grow, and thrive. For more information about YMCA programs visit [www.princetonymca.org](http://www.princetonymca.org) or call 609-497-9622 x204.

### About the Y

The Y is one of the nation's leading nonprofit strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,687 Ys engage 21 million men, women and children - regardless of age, income or background - to nurture the potential of children and teens, improve the nation's health and well-being and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. [ymca.net](http://ymca.net)