

Kimberly-Clark to Strengthen Princeton Family YMCA's Family Programming

Princeton Family YMCA one of 12 YMCAs nationwide selected to receive funding for Adventure Guides program

Princeton, March 10, 2008 - YMCA of the USA and the Kimberly-Clark Corporation have awarded the Princeton Family YMCA a \$7,000 grant from Kimberly-Clark to support a YMCA Adventure Guides program for the Princeton community.

Specifically, the grant will be used to build participation in Princeton Family YMCA's Adventure Guides program among children in Kindergarten through Fourth grades as part of its afterschool programs at the Littlebrook and Johnson Park Elementary Schools.

"Kimberly-Clark is pleased to recognize the Princeton Family YMCA and its Adventure Guides program" said Carolyn Mentasana, Vice President, Kimberly-Clark Foundation. "Our alliance with America's YMCAs is rooted in our commitment to one important cause – supporting and strengthening today's families."

YMCA Adventure Guides is a parent-child program specifically developed to help parent-child pairs build strong, lasting relationships by spending quality time together doing enjoyable activities that promote communication. The program is designed for fathers or mothers (or other significant adults) and their children ages 5 to 9.



"Kimberly-Clark's generous support will enable our YMCA to enhance our ongoing efforts to serve and strengthen the cornerstone of our community - families," said Kate Bech, CEO of the Princeton Family YMCA. "Through this grant, we can further implement innovative family initiatives through our Adventure Guides program that can make a significant impact locally."

Now in its eighth consecutive year as a corporate partner, Kimberly-Clark has contributed more than \$12 million to YMCA of the USA to further the Y's mission of building strong kids, strong families and strong communities. Kimberly-Clark has not only awarded grants to local YMCAs, but also supported Activate America®, the YMCA's bold approach to directly address the nation's growing health crisis, and its key components: YMCA organizational transformation efforts to better serve individuals and families, YMCA Healthy Kids® Day and the Pioneering Healthier Communities initiative.

Since their founding, YMCAs have been helping families build stronger bonds, achieve greater work/life balance and become more engaged with their communities. Today, millions of families participate in YMCA programs, with nearly 900 YMCAs offering family-specific programs, including family fitness, family camp and Adventure Guides or similar programs that have been bringing parents and children together since 1926. The YMCA Adventure Guides is just one of many that supports the Princeton Family YMCA's commitment to the holistic development of children and youth, healthy lifestyles for all, and family strengthening.

To learn more about the YMCA Adventure Guides program or other YMCA programs, visit www.princetonymca.org to register on-line, call 609-497-9622 x204 or visit the YMCA Member Services Center at 59 Paul Robeson Place in Princeton.

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ABOUT THE PRINCETON FAMILY YMCA: The Princeton Family YMCA is a charitable organization dedicated to building strong kids, strong families and strong communities. For more information about YMCA programs visit www.princetonymca.org or call 609-497-9622 x204.