



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

**YMCA OF SOUTHWEST ILLINOIS • Corporate Office**

**PRESS RELEASE • FOR IMMEDIATE RELEASE**

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**A Brand New Day: The YMCA Unveils New Brand Strategy to Further Community Impact**

*Metro-East to benefit from YMCA of Southwest Illinois' focus on youth development, healthy living and social responsibility*

**BELLEVILLE, IL (July 13, 2010)** – For the first time in 43 years, YMCA of the USA has unveiled a new brand strategy to increase understanding of the impact that YMCAs make in communities across the country. The YMCA has the unique capacity to address many of the challenges facing the nation today. Through its new brand strategy and framework, the nonprofit will extend its reach into communities to nurture the potential of youth and teens, improve the nation's health and well-being and provide opportunities to support neighbors.

The new brand strategy – the result of more than two years of analysis and research – was introduced yesterday at a National Press Club event that included leaders from the philanthropic and nonprofit communities. As part of the event, the YMCA unveiled a new, more forward-looking logo that reflects the vibrancy and diversity of the organization, and a framework that focuses resources on three core areas: youth development, healthy living and social responsibility. In another major change, the nonprofit will be called “the Y” to align with how people most commonly refer to the organization.

“The YMCA of Southwest Illinois is truly excited about the new brand strategy and the opportunity to engage more people in the areas of healthy living, social responsibility and youth development,” said Jorge Perez, President/CEO, YMCA of Southwest Illinois. “There are many exciting changes taking place at our seven branch locations – we are building momentum, and this strategy is getting everyone from our volunteers to our members and donors very excited.”

“This shift is way more than simply a logo change or even a name change. We’re still the YMCA. We’re not changing what we do. But we are shifting to a clearer and more energized focus on programs that have a strong impact on our people and our communities,” said Lisa Suarez, Marketing Director, YMCA of Southwest Illinois.

“This is a very important, exciting time for the Y,” said Neil Nicoll, president and CEO of YMCA of the USA. “For 160 years, we’ve focused on changing lives for the better. Our commitment to building greater awareness for the important work we do will enable us to expand our efforts and further strengthen communities across the country.”

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**Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.**



United Way  
of Greater St. Louis

Today, across the United States, Ys are making a difference in three key areas of focus:

- **Youth Development: Nurturing the potential of every child and teen**
- **Healthy Living: Improving the nation's health and well-being**
- **Social Responsibility: Giving back and providing support to our neighbors**

"We're focusing on some critical needs like tutoring and college readiness, fathering programs, swimming and water safety, and youth programs designed to get kids more active," said Perez. "Our staff and our members are showing a genuine interest in helping others with community projects like our current Backpack Attack that seeks to ensure every school-age child has a new backpack and new school supplies for the upcoming school year."

The Y's former logo had been in place since 1967 and was the organization's sixth since its inception. The refreshed logo, with its multiple color options and new, contemporary look, better reflects the vibrancy of the Y and the diversity of the communities it serves. The new logo's bold, active and welcoming shape symbolizes the Y's commitment to personal and social progress.

#### **YMCA of Southwest Illinois**

The YMCA of Southwest Illinois is a leading nonprofit strengthening communities through youth development, healthy living and social responsibility. In the MetroEast counties of St. Clair, Madison, Monroe and Randolph, the YMCA of Southwest Illinois, with seven branch locations, engages more than 40,000 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. The Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.

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