

For Immediate Release  
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**Clippard Family YMCA Opens Cutting Edge  
YZONE: Interactive Fitness Gaming Center  
To Get Kids And Families Moving  
Open House October 27 from 9:30 a.m. to 11 a.m.**

October, 20, 2009 - In one corner children are kicking their feet up, running side to side trying to avoid the red ball chasing them on the lighted floor. Next to them are teenagers riding stationary bikes through vividly graphic outdoor adventures and across the room is a mother racing her son against the clock, seeing who can punch or kick the most number of flashing lights. In the room's center are people of all ages playing Wii sports, standing on XR-Boards while navigating the computer-generated snowboarding race, and keeping up with the musical beats of Dance Dance Revolution.

If this DOES NOT sound like a traditional idea of a fitness center, that's because it is not. The Clippard Family YMCA is one of the region's first wellness facilities to offer such a comprehensive, intergenerational interactive gaming fitness center with 22 stations. The greatest part about it is that members – including children, teenagers, and parents – have so much fun, they don't even think about it as exercise. Although they are definitely moving their bodies.

Research has demonstrated the value of this technology when it comes to healthy lifestyles. One study found children six times more likely to engage in physical activity if combined with games, and children were observed to be three times more likely to choose sedentary games over physical activity without the interactive component.\*\*

Really, all one needs to do is look around the Clippard Family YMCA YZONE to see how quickly people of all ages are eager to play.

**The Clippard Family YMCA welcomes the public to come play in its YZONE at an open house, TUESDAY, OCTOBER 27 from 9:30 a.m. to 11:00 a.m. It is located at 8920 Cheviot Rd in Colerain Township (45251).**

"At the YMCA we are continually looking for new opportunities to strengthen communities with activities that encourage families to participate and be active together," said David Martorano, district vice president. "Our YZONE is a place where exercise is fun and challenging. It's one more way parents and children can live abundantly healthy lives through the YMCA."

The Clippard Family YZONE is also available for birthday parties, community rentals for schools, businesses, and more.

As the area's largest youth and family-focused not-for-profit, the YMCA reinforces character values through assets-based programs and services to more than 143,000 individuals, kids and families annually. Adult mentors encourage young people to be caring, responsible, respectful, and honest through sports, summer camps, structured child and afterschool care, and leadership building programs. Branches offer quality time for families, resources for parents, and a variety of opportunities for seniors to be active. The Membership for All sliding scale fee structure means everyone, no matter their ability to pay, can always benefit from the YMCA. Last year alone more than 17,400 families and individuals enjoyed healthier and happier lives because generous partners helped the YMCA in its vision to be accessible to all.

\*\* A copy of the study is available on request.

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