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**For Immediate Release**

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**The Strong Museum and YMCA of Greater Rochester  
Partner to Present Fit Kids Day  
on March 2, 2019**

[The Strong National Museum of Play \(http://www.museumofplay.org\)](http://www.museumofplay.org) and [YMCA of Greater Rochester \(https://rochesterymca.org/\)](https://rochesterymca.org/) are teaming up for a second year to present Fit Kids Day on Saturday, March 2, from 11 a.m. to 4 p.m. The day of fitness fun and health education will promote community wellness and the value of play in child development as well as fitness.

“Fit Kids Day is really all about having fun and playing, rather than framing it as a fitness class, because that’s not realistic for little kids,” said Laura Fasano, YMCA vice president of Healthy Living. “We hope to engage and encourage families to develop a healthy routine at home, since play is one of the most important vehicles for active lifestyles.”

Staff from the [YMCA of Greater Rochester \(https://rochesterymca.org/\)](https://rochesterymca.org/) will present activities throughout the day that encourage movement, such as martial arts, Caribbean drumming, archery, and hip-hop dancing. This is the 28<sup>th</sup> year the YMCA has presented an annual event focused on healthy kids and families — and now has aligned it with a fellow non-profit organization that promotes health, fitness, and wellness.

“[The Strong museum \(http://www.museumofplay.org\)](http://www.museumofplay.org) and YMCA of Greater Rochester have shared goals to encourage healthy lifestyles and make a difference in our community,” said Debbie McCoy, The Strong’s vice president for education. “Play supports social, cognitive, and physical well-being for people of all ages.”

Additional community organizations are taking part in Fit Kids Day. Families can try pickleball with Rochester Accessible Adventures, test their hockey skills with staff from Bill Gray’s Iceplex, and learn where to play around the city with the City of Rochester Recreation Team.

Those attending the March 2 event also can learn about summer camp offerings from the YMCA of Greater Rochester plus flavors and foods of Rochester Public Market. Kids can meet the Tooth Fairy and learn about healthy smiles from Eastman Dental, plus give high-fives to strolling sports mascots, including Moose from the Rochester Americans and Spikes from the Rochester Red Wings.

As part of this partnership, The Strong will supply more than a 1,100 free admission passes to families served through the YMCA’s urban after-school programs, to ensure this message reaches across the community. This gift to the community is valued at more than \$100,000. Each family pass allows two adults and four resident children to participate in Fit Kids Day. All YMCA members will receive \$3 off general admission.

High-res images from 2018 are available at <http://bit.ly/StrongYMCA> (<http://bit.ly/StrongYMCA>)

**About the YMCA of Greater Rochester**

The YMCA of Greater Rochester is one of the area’s leading nonprofits, committed to strengthening communities through youth development, healthy living, and social responsibility for more than 160 years. As a dedicated association of staff, volunteers, donors, partners and allies, the Y is steadfast in its mission to build healthy, confident, connected and secure children, adults, families and communities throughout the greater Rochester area. The YMCA of Greater Rochester serves more than 128,000 men, women and children annually, regardless of age, income or background through health and fitness memberships, wellness programs, child-care services, camps, youth sports and aquatics instruction. To find out more about how to join or support your local Y, visit [rochesterymca.org](http://rochesterymca.org).

**About The Strong**

The Strong is a highly interactive, collections-based museum devoted to the history and exploration of play. It is one of the largest history museums in the United States and one of the leading museums serving families.

[The Strong \(http://www.museumofplay.org\)](http://www.museumofplay.org) houses the world's largest and most comprehensive collection of historical materials related to play and is home to the International Center for the History of Electronic Games, the [National Toy Hall of Fame \(http://www.toyhalloffame.org\)](http://www.toyhalloffame.org), the [World Video Game Hall of Fame \(http://www.worldvideogamehalloffame.org\)](http://www.worldvideogamehalloffame.org), the Brian Sutton-Smith Library and Archives of Play, the Woodbury School, and the *American Journal of Play*. Together, these enable a multifaceted array of research, exhibition, and other interpretive and educational activities that serve a diverse audience of adults, families, children, students, teachers, scholars, collectors, and others around the globe.

Home To:    International Center for the History of Electronic Games    |    Brian Sutton-Smith Library and Archives of Play    |    National Toy Hall of Fame    |    *American Journal of Play*    |    Woodbury School