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Y of Central Florida Receives LIVESTRONG® at the YMCA Grant to Help People Affected by Cancer

ORLANDO, FL – The YMCA of Central Florida today announced that it has received a new grant from LIVESTRONG® at the YMCA, a research-based program that provides a safe, supportive environment for people affected by cancer to participate in physical and social activities that strengthen the whole person.

With the local pilot due to launch in August, the program will link cancer survivors with specially trained YMCA fitness instructors who help develop personalized fitness routines adapted to participants' unique needs.

Offered in small-group sessions, the 12-week program aims to help participants regain muscle mass and functional ability, as well as healthy levels of weight, energy and self-esteem.

"LIVESTRONG® at the YMCA will support the growing number of cancer survivors who are in the transitional period between completing their cancer treatment and feeling physically and emotionally strong enough to resume their normal lives," said John Cardone, YMCA of Central Florida Vice President. "The fact that it's offered at the Y, where we are dedicated to a personalized approach to wellness, emphasizes that the program is about health, not disease."

Following roll out at the Peggy & Phillip B. Crosby YMCA Wellness Center, the Downtown Y, Lake Nona Y and Frank DeLuca YMCA, the association plans to partner with local hospitals and medical providers to expand the program to all of its 20 YMCA Family Centers.

"We are thankful for this grant and extremely proud to offer LIVESTRONG® at the YMCA," Cardone said. "We also hope other partners will step forward to support this vital program, which will provide health, wellness and hope for thousands of Central Floridians affected by cancer."

Currently, LIVESTRONG® at the YMCA is offered at 115 Y associations around the country. The YMCA of Central Florida will be one of at least 39 additional Ys that will begin providing the program in 2013. To date, approximately 13,000 cancer survivors have participated in the program nationwide.

For more information, please contact John Cardone at (407) 644 3606 or email jcardone@cfymca.org.

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About the YMCA of Central Florida

The YMCA of Central Florida is one of the area's largest nonprofits committed to strengthening the local communities it serves. It is a diverse organization of men, women and children joined by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. Each day 25,000 Central Florida residents are impacted by the Y when a mentor inspires a child, individuals make healthy choices and a community comes together for common good. In 2012, this YMCA Association of over 1,800 employees across 6 Florida counties impacted over 225,000 residents and invested, during a down economy, \$10.2 million in its local communities through neighborhood improvement projects. Also, this Y provided \$9.2 million in financial assistance to children and families that resulted in lasting personal and social change.

About the LIVESTRONG Foundation

The **LIVESTRONG** Foundation provides free cancer support services to help people cope with the financial, emotional and practical challenges that accompany the disease. Created in 1997 by cancer survivor and philanthropist Lance Armstrong, the Foundation is known for its powerful brand – **LIVESTRONG** – and for its advocacy on behalf of survivors and their families. With its iconic yellow **LIVESTRONG** wristband, the Foundation has become a symbol of hope and inspiration around the world. Since its inception, the Foundation has served 2.5 million people affected by the disease and raised more than \$500 million to support cancer survivors. One of America's top cancer non-profit organizations, the Foundation enjoys a four-star rating from Charity Navigator and has been recognized by the National Health Council and the Better Business Bureau for its excellent governance, high standards and transparency. For more information, visit LIVESTRONG.org.

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