

A DAY OF PLAY FOR LA!

YMCA OF METROPOLITAN LOS ANGELES 2023 Healthy Kids Day®

Get ready to join thousands of Ys from across the country in celebration of the **31st Anniversary of Healthy Kids Day® (HKD), on April 22, 2023!** Healthy Kids Day® is the Y's national initiative to improve the health and well-being of kids and families. For over 30 years, the YMCA of Metropolitan Los Angeles and our communities have hosted free community events aimed to inspire kids and families to keep their minds and bodies active throughout the summer months and beyond. This year will be no different as we highlight how the Y helps build healthy, resilient kids through physical activity, nutritious foods, learning opportunities, social-emotional learning, health & well-being and more.

As a leading nonprofit strengthening community through healthy living, the Y holds its annual Healthy Kids Day® to teach healthy habits to families and kids while inspiring a lifetime love of physical activity. At a time when one in three children in the United States are overweight or obese (according to the Centers for Disease Control and Prevention), developing healthier habits that include increased physical activity is more important than ever.

YMCA Healthy Kids Day® brings families and communities together to celebrate healthy living with a free, fun filled day of interactive games, family activity, community resources, giveaways and more. The YMCA of Metropolitan Los Angeles's Healthy Kids Day® is a community-based event that celebrates making fitness fun and introduces kids and families to an array of YMCA programs and community resources that encourage them to stay active, connected and healthy.

In 2022, the YMCA of Metropolitan Los Angeles celebrated Healthy Kids Day® in a BIG WAY. For the first time ever, we unified the collective community impact of all 26 of our YMCA branches and held one large, centralized Healthy Kids Day® event at the Los Angeles Memorial Coliseum. This year, we are excited to announce that we will be returning the Los Angeles Memorial Coliseum for another amazing **Day of PLAY for LA!**

Healthy Kids Day® is a free event, open to every member of the community. Join us for a #DayOfPlayForLA!

HEALTHY KIDS DAY® EVENT DETAILS

Date	Saturday, April 22, 2023
Time	10:00am-1:30pm
Location	The Los Angeles Memorial Coliseum, "The Greatest Stadium in the World" 3911 Figueroa Street, Los Angeles, CA 90037 Event will take place at "The Torch"
Sponsors & Partners	See next page
Expected Attendance	Approximately 2,500-4,000 individuals from across Los Angeles County Target audience: Families Approximately 2,000 individuals attended our inaugural HKD event in 2022.
Marketing & Press	<ul style="list-style-type: none">• 2023 Sponsorship Opportunities• Official HKD 2022 Video Recap• Official HKD 2022 Photos• Official HKD 2022 Media Recap & Media Video Coverage• Marketing Materials: Flyers, Social Media Assets, Press Releases, Digital Media, Day-Of Branding, etc. (coming soon).

The YMCA is the nation's leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility. That's because a strong community can only be achieved when we invest in our kids, our health and our neighbors. That's why we focus our work in three areas:

- **Youth Development:** Nurturing the potential of every child and teen: Nine million youth are taking a greater interest in learning; making smarter life choices; and cultivating the values, skills and relationships that lead to positive behaviors, the pursuit of higher education and goal achievement.
- **Healthy Living:** Improving the nation's health and well-being: Millions of adults and youth receive the support, guidance and resources needed to achieve better health and well-being.
- **Social Responsibility:** Giving back and providing support to our neighbors: Across the country, the YMCA helps people give back and assist their neighbors by offering those opportunities to volunteer, advocate and support programs that strengthen community.

For our 2022 Healthy Kids Day® event, we were joined by several sponsors and partners. Listed below are some of our key partners and sponsors from 2022 whom we have welcomed back to join us at the event for 2023:

2022 Sponsors (sponsors in BOLD provided an activation at the event)

- **Los Angeles Rams**
- **Los Angeles Clippers**
- **LA Kings**
- **Verizon Wireless**
- **LA28**
- **UCLA Health**
- **AltaMed**
- **LA Metro**
- **Superior Grocers**
- Herbalife
- Los Angeles World Airports (LAWA)
- Blue Shield of California
- Chase Bank
- PIH Health
- GoGo squeeZ

2022 Partners (all partners provided an activation at the event)

- **UbaTuba**
- **Westcoast Dental**
- **Carbon Health**
- **CORE**
- **California Highway Patrol**
- **Los Angeles County Waste Management**
- **GASOL Foundation**
- **Kindman & Co**
- **Los Angeles Public Library**
- **MySafeLA**
- **Private School Axis**
- **Walk More, Bike More**
- **Wellnest Emotional Health & Wellness Clinic**
- **WIN Los Angeles**
- **Neighborhood Legal Services of Los Angeles County**

The YMCA's Healthy Kids Day® (**A DAY OF PLAY FOR LA!**) supports our outreach efforts to help children and their families in our community get moving, improve their eating habits, and become healthier!

General Question: Contact Chris at ChristopherJefferson@ymcala.org
Sponsors/Donors: Contact Mario at MarioValenzuela@ymcala.org

