



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**NORTH SUBURBAN
YMCA**

2705 Techny Road
Northbrook, IL 60062
www.nsymca.org

For More Information Contact:

Carolyn Gessner
Creative Marketing Associates, Inc.
carolyn@cmacreative.com
www.cmacreative.com
847 858-4203 (direct)

FOR IMMEDIATE RELEASE

YMCA Launches Christmas Tree Sale to Support a Stronger Community

Northbrook, IL: November 2014 – The North Suburban YMCA will hold its first-ever Christmas tree sale beginning November 28, to benefit the Y’s Annual Family Appeal. Top-quality trees in a wide range of sizes and prices will be available in the Y’s parking lot, located at 2705 Techny Road in Northbrook. The sale is expected to run until December 21, or while supplies last. The tree sale is one element of the broader Annual Family Appeal initiative, supporting YMCA programs that benefit the entire community.

The tree lot will be staffed by volunteers coordinated by Barb Flanagin, the Y’s Director of Development. “This is a great opportunity for individuals and groups to help the community during the holiday season,” noted Flanagin. “We’ve heard from scout troops, churches, and other organizations who are interested in participating. People understand the importance of the Annual Family Appeal to our community, and they’re excited to pitch in for this new effort.”

The Annual Family Appeal enables the Y to make its programs accessible to families and individuals facing financial hardships. Each year, the YMCA provides over 2,300 people with need-based program fee reductions, helping families afford membership, summer camp, after-school care, senior adult programs, special needs classes, and other beneficial activities.

“The spirit of giving always runs strong through our community, especially during the holidays,” commented Howard Schultz, NSYMCA Executive Director/CEO. “We appreciate our members’ support of the Annual Family Appeal, whatever the size of their gift. Many of our friends and neighbors still struggle financially, and it means a great deal for them to have the support of the community through the Y.”

Individuals, families, and community groups are all welcome to volunteer at the Y’s Christmas Tree Sale. For more information, contact Barb Flanagin at bflanagin@nsymca.org.



Photo Caption: The North Suburban YMCA, 2705 Techny Road in Northbrook, will sell Christmas trees beginning November 28. Proceeds benefit the Y's Annual Family Appeal.

About the North Suburban YMCA

The YMCA is a not-for-profit entity and relies on donations to make services available for all families and individuals in its 15-city region. All board members are volunteers, who donate their time, talents and financial resources. Located at 2705 Techny Road in Northbrook, the YMCA has served the northern suburbs of Chicago for over 45 years. The Y is about youth development, healthy living, and social responsibility, providing programs and services that address the needs of our diverse community and are accessible to all. For more information or to make a donation, contact Barb Flanagin at 847-272-7250 or bflanagin@nsymca.org, or visit www.nsymca.org.