



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 Prepares for Annual Christmas Tree Sale Fundraiser

Northbrook, IL: November 2015 – With the holiday season rapidly approaching, the North Suburban YMCA will once again offer beautiful Christmas trees for sale to benefit local families. Beginning November 27, top-quality trees in a range of sizes and prices will be available on the YMCA's lawn, located at 2705 Techny Road in Northbrook. The sale is expected to run until December 21, or while supplies last. Proceeds will benefit the Y's Annual Family Appeal, providing financial assistance for families in need to participate in YMCA programs.

The Annual Family Appeal supports programs that help over 2500 individuals each year, reducing or eliminating costs of classes, camps, afterschool care, and other Y benefits for families in financial difficulties. One out of five Y participants receive some level of assistance from the Y.

"The YMCA Christmas Tree Sale is a great new tradition that makes a tangible difference in the lives of families in our community," noted Howard Schultz, NSYMCA President/CEO. "When you purchase a tree at the Y, you're helping to send kids to camp, provide enrichment classes, and support healthy lifestyles. That's a great thing to remember while you enjoy a beautiful tree in your home through the holiday season."

The tree lot will also feature special events, including a visit from Santa and Mrs. Claus on December 5 and a community caroling party on December 11. Community groups and individuals are invited to participate in staffing the lot as volunteers. For information about volunteering, contact Barb Flanagan, YMCA Vice President for Development, at bflanagin@nsymca.org. For tree lot hours and other information, call the YMCA at 847 272 7250.



Photo Caption: Santa and Mrs. Claus will return to the North Suburban YMCA's Christmas Tree Lot, 2705 Techny Road in Northbrook, on December 5. The Y will sell a variety of fresh-cut trees beginning November 27. 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.