



In previous years we have supported the YMCA's Strong Kids Program through weeks of smaller events such as our Twoonie Bank Drive, Bake Sales, Spaghetti Suppers and Parent's Night Out. This year we have the opportunity to *maximize* our potential for fundraising, *educate* our community about our YMCA Cause and *give our kids the opportunity to support their peers in a unique and exciting way!*

We are excited to introduce our YMCA Signature fundraising event called, "Megathon." This event invites individuals and teams across the Waterloo Region to become "heroes" by taking on their own personal challenge and raising money to get kids active and healthy. Our Healthy Kids Challenge is an important and exciting part of our Megathon, and we're excited to share it!

We know that 93% of kids aren't getting enough physical activity. The YMCA supports families and kids who are financially unable to access important recreational programming. We can help to change that reality.

Are You Up For the Challenge?!

Join us on **March 1, 2014** to challenge yourself, your friends, co-workers and family to get active and raise pledges to get kids healthy and active! Participate in one of our group challenges, or create your own challenge in a team or on your own.

To find out more about the Megathon and how to participate or donate, go to www.ycamegathon.ca. Be a HERO today!!