FOR IMMEDIATE RELEASE

NEWS RELEASE

CONTACT:
Kenny Hoerter, District Executive Director, Northeast Family YMCA
502-425-1271
khoerter@ymcalouisville.org

or

Tim Lawson
(502) 553-9145
tim@tandemagency.com

NORTHEAST FAMILY YMCA TO UNVEIL
“EXTREME MAKEOVER” ON NEW YEAR’S DAY

Media invited to attend and utilize space for New Year’s resolutions.

LOUISVILLE, KY (December 16, 2014) – The Northeast Family YMCA, located at 9400 Mill Brook Road in eastern Jefferson County, is undergoing a renovation that will help maximize existing space and enhance members’ experience. The makeover is expected to deliver a bright, open wellness center with increased space and updated equipment. The facility enhancements will include new equipment, a more user-friendly layout, refurbished flooring, fresh paint and updated furniture.

The changes are partly the result of member feedback and requests. On January 1, the media are invited to visit the facility to report on New Year’s resolutions stories as well as the newly updated space.

“We are very excited to be able to update our current Wellness Center to provide a more welcoming and comfortable environment for our members,” said Kenny Hoerter, District Executive Director, Northeast Family YMCA. “Our hope is that it will allow us to help strengthen the foundations of community through our focus on youth development, healthy living and social responsibility.”

Work on the facility renovations started October 13. The updates will result in expansion of square footage in areas of the facility. The wellness area will expand from 9,633 square feet to 11,177 square feet. Larger, dedicated spaces for Spin Class and group exercise have been created.
New equipment will also be part of the renovation, including:

- 22 new Cybex Strength pieces
- Additional Cardio Equipment - Treadmills, Stair Climbers, Octanes, and AMT's
- New Free Weights - Bars and Plates

According to Hoerter, the facility updates are expected to cost $700,000 – $800,000. The architect is TEG Architects and the contractor is National Contracting Services (NCS), both local companies.

About the Louisville area YMCAs
The Y is the nation’s leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility. The YMCA has been listening and responding to the needs of our communities for nearly 160 years. The Y is dedicated to building healthy, confident, connected and secure children, adults, families and communities.

###