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PRESS RELEASE

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YMCA ANNOUNCES NEW EXECUTIVE DIRECTOR FOR REPUBLIC BANK FOUNDATION BRANCH

LOUISVILLE, Ky. (June xx, 2019) – The YMCA of Greater Louisville announced today that Bruce Wayne Jeffery has been named executive director of the Republic Bank Foundation YMCA, located in west Louisville. Jeffery previously served as CEO of the Decatur, Ill. Boys & Girls Club. He has been with that organization since 2008, and was appointed CEO in 2012. The new facility in west Louisville is in the final stages of construction and is expected to open in October of this year.

During his tenure at the Decatur Boys & Girls Club, Jeffery was instrumental in increasing club membership by more than 72 percent, securing critical grants and funds for renovations and new technology innovation, and was regarded as an effective community collaborator. In addition, he was honored and recognized with several community awards on behalf of the organization.

“This position is critical in how the Republic Bank Foundation YMCA connects with the community,” said Steve Tarver. “We took great care in the selection process and spoke to some very qualified candidates. Bruce simply emerged as someone who not only shared our vision of community integrated health, but also had the right community and operational experience to bring that vision to life.”

As an admired and respected leader of the Boys & Girls Club in Decatur, Jeffrey’s community involvement, ability to inspire others and board development skills were noted by local officials as primary contributors to his success there.

Jeffery was chosen by a selection committee of YMCA board members and community leaders that reviewed and interviewed all candidates. Members of the committee were impressed by his background, history of success and ability to lead a large organization.

“Bruce Jeffery is a dynamic, enthusiastic and energetic young man who brings a love of community, a love of people and a strong commitment to improving the lives of others to the position,” said Betty Kinzer, YMCA board and selection committee member. “He stood out as the person most capable of leading our new Y. We look forward to the great things he will do at the new Republic Bank Foundation YMCA.”

“Bruce Jeffery is a the type of leader that we envision for the start-up of our new urban community based YMCA,” said Howard Holloman, YMCA board and selection committee member. “His energy, passion, personality and experience will enable him to quickly connect with the west Louisville community. There is no doubt that the Republic Bank Foundation YMCA will flourish under his leadership as he builds bridges and collaborations.”

As executive director of the Republic Bank Foundation YMCA, Jeffery will be responsible for advocating the YMCA mission and promoting the vision of community integrated health. He will serve as leader and supervisor of all staff, work with area neighborhood groups and organizations, and guide membership development efforts, among other duties.

In October 2017, The YMCA of Greater Louisville broke ground on the new 76,000-square foot facility. The \$28 million investment is expected to extend the Y’s mission into the Park Hill, Russell and California neighborhoods and other west Louisville communities – adding a half-million dollars of new annual payroll to the area.

The Republic Bank Foundation YMCA in west Louisville will incorporate multiple collaborative partners, including Republic Bank & Trust, Norton Healthcare, ProRehab and Family & Children’s Place, with all occupying space within the facility to serve the community. These collaborative partners will bring physical and behavioral healthcare, financial service options and more to the area. The two-story building will include a state-of-the-art fitness center, 25-meter swimming lap/family pool, gymnasium, classrooms, modern locker rooms, an indoor track and a Kids’ Club that will provide childcare while members work out. Also included will be a Best Buy Teens Tech Center, helping to prepare teens for tech-reliant jobs.

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 more than 165 years. The Y is dedicated to building healthy, confident, connected and secure children, adults, families and communities.

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