

Strong showing at the 15th Anniversary of the YMCA Strong Kids Duathlon will build a stronger and safer community!

Cobourg, ON – On Friday, August 25, 2023, YMCA Northumberland hosted the 15th Anniversary of the Annual Strong Kids Duathlon. Fun for the whole family, the event brought out 100 local children. Each had the opportunity to race and raise funds and awareness for the YMCA Strong Communities Campaign.

Eager participants from under 3 years to over 12 years old, swam in the YMCA Centennial Pool then ran a track through Victoria Park while friends, family, volunteers, and community members cheered them on!

“Seeing the children take the spotlight fills me with immense joy,” says Volunteer Race Director, Rod Simpson from the finish line. “Their unbridled enthusiasm and the sheer delight on their faces as they proudly earn their first medal is infectious.”

Through donations and community sponsors, the event has raised close to \$8,000 in the process. These funds will go to the YMCA Strong Communities Campaign with a portion used to teach children to swim and train lifeguards, thereby improving the safety of our lakeside community.

“Witnessing such a tremendous turnout of participants and enthusiastic individuals rallying behind these young athletes and our campaign is amazing,” says Jessica Fraser-Thomas, YMCA Northumberland Board Director. “Hearts were racing, smiles were radiant and spirits were soaring.”

Gratitude goes out to the generous local sponsors for helping to make the event a resounding success:

- Media Sponsor 93.3 My FM
- Event Sponsors SMM Law, Linmac, Vandermeer Toyota, Shari Renton, Realtor- Remax , Lakeland Multitrade, Kay & McCourt, Mill Valley Trophies Ltd., Cameco, Lauria Hyundai and Lauria Volkswagen, Realty Executives Pentel Ltd., PJ’s Custom Outfitting
- Onsite Support: Port Hope Sports and Rehabilitation Centre’s Dr David Kim and Victoria Edwards, provided onsite chiropractic and massage care for the young athletes. Moores Orchard offered apples as a post-race snack. Finisher’s Medals were from Mill Valley Trophies Ltd., and Commemorative T-shirts were provided by PJ’s Custom Outfitting.

About YMCA Northumberland: The YMCA Northumberland is a local organization dedicated to strengthening communities through youth development, healthy living, and social responsibility programs. With a steadfast commitment to making a positive impact, YMCA Northumberland continues to be a driving force in promoting well-being and fostering a sense of unity among residents of Northumberland County. As a charity, YMCA Northumberland provides vital community services that have a positive impact on pressing social issues—from chronic disease to unemployment, social isolation, poverty, inequality and more. The Strong Community Campaign helps countless children, teens, adults, and seniors in the community. Visit ymcanrt.org to learn more.

YMCA Canada is one of the longest standing and largest charities nationally, with a presence in Canada since 1851 and now serving more than 2.1 million people annually across 1,700 program locations.

###

Media Contact: Kathryn Harrison, Manager, Marketing Communications & Media Relations

905.376.0293 / kathryn.harrison@nrt.ymca.ca