

## **YMCA Northumberland Unveils Exciting New Brand Platform: Shine On**

Cobourg, ON – YMCA Northumberland is proud to announce the launch of its vibrant new brand platform, Shine On. The reveal took place during the organization's Annual Meeting at The Mill Restaurant & Pub on April 25.

Shine On captures the spirit of YMCA Northumberland's commitment to include everyone at the Y and ignite their potential. From staff, management and board to participants, members, donors and volunteers, everyone can shine. Guided by expertise, support, care and our strong community, at the Y, we have the power to be the spark and light the way toward brighter futures for individuals and families throughout Northumberland.

"We are thrilled to introduce Shine On as a guiding light for YMCA Northumberland," said Eunice Kirkpatrick, CEO of YMCA Northumberland. "This brand platform underpins everything we do and conveys our commitment to helping individuals shine brightly in all aspects of their lives. Whether through our fitness programs, child care services, philanthropic endeavours or community events, Shine On embodies the essence of what we stand for as an organization."

The YMCA has been integral to the Northumberland community. In 2023, they had over 168,000 visits to their facilities and offered many programs and services as well as financial assistance and support to thousands of people.

Maria Scholz, Team Lead of Membership Services, shared her experience and Y story at the meeting. She recounted how she and her family found solace at YMCA Northumberland. "Through the Y, I formed meaningful bonds with fellow Spanish speakers and received invaluable support during difficult times," she said. Maria's story exemplifies how YMCA Northumberland helps people find their way while fostering compassion and connection and illustrates how we grow stronger together.

Also, during the meeting, the Governance Committee elected new members to the Board of Directors and welcomed four new members.

Jennifer A. Lavoie of Cobourg, with over 25 years of experience in marketing, communications, and management across various sectors, brings valuable expertise to the table. Emily Chorley, a Northumberland County native, returned to Cobourg after working as an international security analyst in England, and then served as a Councillor from 2018-2022 and later as the Coordinator of Parks and Recreation Services. Bill Lee of Cobourg, a long-time member of YMCA Northumberland since 2002, has served on the board, including as chair of the Finance, Audit & Risk committee, and is currently the Vice President of Sales & Marketing at Soluroc. Bob Biffin, who boasts 45 years in IT and senior management, has immersed himself in community service since retiring in 2017, including serving as President of the Rotary Club of Port Hope.

Board Chair, Elizabeth Vosburgh, also thanked departing Board Members, Jessica Fraser-Thomas, Stewart Richardson and Paul VandeGraaf for their service, as well as welcomed Dr. Beth Selby as the new Board Chair for the 2024-2026 term.

The unveiling of Shine On marks an exciting new chapter in the long history of YMCA Northumberland. With its fresh look and a renewed sense of purpose, the organization is poised to continue positively impacting the lives of individuals and families throughout the Northumberland community for years to come. To learn more, visit [ymcanrt.org](http://ymcanrt.org).

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### **ABOUT YMCA NORTHUMBERLAND**

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. 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.