



MEDIA RELEASE
ATTENTION: NEWS EDITORS

For Immediate Release

Barrie YMCA offers Saturday Child Care

Barrie, ON May 1, 2009 – The YMCA of Simcoe/Muskoka, the largest child care provider in the County of Simcoe and Districts of Parry Sound and Muskoka, is once again blazing a trail by offering quality licensed centre based child care for children in a safe and loving environment in Barrie on Saturdays.

“We are thrilled to offer this new service to our local families,” Karen Pulla, Vice President of Child & Family Development at the YMCA of Simcoe/Muskoka said. “We are responding to the changing child care needs of our families to assist those who work irregular shifts but who still need quality care for their children. Many of our families work weekends and require the consistent, reliable care the YMCA has traditionally provided Monday through Friday.”

The Barrie YMCA Child Care facility, located at 22 Grove Street in Barrie, will offer licensed quality child care on Saturdays from 7 a.m. to 6 p.m. beginning May 1, 2009. “As demand for Saturday care grows, the YMCA of Simcoe/Muskoka is planning to expand the service to its south end Barrie Mapleview child care location” reports Susanne Hawthorne, Barrie YMCA Child Care Regional Supervisor. Since it began providing child care in 1987, the YMCA of Simcoe/Muskoka has taken pride in responding to the changing needs of its families. More than 3,500 children are cared for by YMCA trained professionals in our region.

“This is a positive step towards offering flexible child care for families,” Tom Coon, CEO of the YMCA of Simcoe/Muskoka said. “We’re excited to be the first to offer this licensed centre based weekend care in Simcoe County.”

More than 350 staff members provide quality child-centered care at 50 facilities in Barrie, Collingwood, Orillia, Wasaga Beach, Midland, Parry Sound, Huntsville and Bracebridge. The YMCA of Simcoe/Muskoka’s Child and Family Development staff are qualified, caring, skilled educators who establish a supportive social environment that supports autonomy, self esteem and assists children in establishing positive relationships and friendships. Our National YMCA Playing to Learn curriculum provides a guide to healthy child development and quality education of young children through a self directed teaching approach using small group interactions and more individualized attention. YMCA Playing to Learn provides young children with the foundation for learning to read and write, and for learning mathematics, science and technology through quality play experiences. This advanced early learning educational program stimulates and prepares children for future academic success. Additional information regarding YMCA Child and Family Development Programs, please visit our website at www.ymcaofsimcoemuskoka.ca.

The YMCA of Simcoe/Muskoka is a trusted, relevant and responsible charitable organization that achieves its mission through exceptional staff and volunteers developing and delivering high quality programs and services to over 60,000 people annually. We build strong kids, strong families and strong communities.

For more information or to arrange an interview, please call Elizabeth Oakley, Marketing & Communications Specialist at the YMCA of Simcoe/Muskoka at 726-6421 ext. 448. To register for Saturday care please call Susanne Hawthorne, Regional Supervisor, Child and Family Development at 726-6421 ext. 230.

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