

THE VOICE OF OUR COMMUNITY

August 2010



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

DAILY FAMILY YMCA

134th & Memorial • 918 369-9622

www.dailyymca.org

NEW LOOK FOR THE YMCA

For the first time in 43 years, YMCA of the USA has unveiled a new brand strategy to increase understanding of the impact we make in communities across the country. We have a unique capacity to address many of the challenges facing our nation today. Through our new brand strategy and framework, our nonprofit extends our reach into communities, nurturing the potential of youth and teens, improving our nation's health and well-being, and supporting our neighbors.

Our new brand strategy is the result of more than 2 years of analysis and research. Our new, more forward-looking logo reflects the vibrancy and diversity of our organization and a new framework that focuses resources on 3 core areas: Youth Development, Healthy Living and Social Responsibility. Also, since everyone already calls us "the Y," we decided to do the same.

"The Daily Family YMCA is truly excited about the new brand strategy and the opportunity to engage more people in the areas of **healthy living, social responsibility** and **youth development**," said Jeri Strange, CEO. "There are many exciting changes taking place at the Daily Family YMCA—we are building momentum. Y's across the country will fully transition to the new brand within five years."

Our former logo had been in place since 1967 and was our organization's sixth since our inception. Our new logo's bold, active and welcoming shape symbolizes our commitment to personal and social progress.

Even with all of these exciting changes and happenings, our mission, to put Christian principles into practice through programs that build healthy spirit, mind and body for all, remains constant.

CONGRATULATIONS

Brown Child Development Center has been awarded accreditation by the National Accreditation Commission for Early Care and Education Programs (NAC) for ages 2 through 5.

Our high quality program has exceeded state licensing requirements in providing kids an environment that is conducive to their individual growth and development.

Congratulations to all parents, staff members and administrators at Brown Child Development Center for achieving this level of excellence!





DEVELOPING OUR FUTURE

Youth Flag Football

YMCA Youth Sports help children become better players and better people by emphasizing skill development above competition.

Games and practices are held at the YMCA's fields, which connect to Washington Irving Park at 138th & Memorial in Bixby. Teams practice once during the week and play games on Saturdays.

YMCA Youth Flag Football allows kids to participate in a values based program that combines modified and regular game play with drills to give participants a solid understanding of the game as well as build self confidence and teamwork skills.

Our registration ends Friday, August 27 and our 8-game season starts Saturday, September 11.

Cost: \$55 for members, \$90 for non-members
*Includes jersey and post-season award

August Calendar

- 8/05 Fall Group Swim Lessons registration opens
- 8/06 Skate Night with DJ bear 7-9 pm
- 8/12 School starts!
- 8/13 Skate Night with DJ Bear 7-9 pm
- 8/20 Skate Night with DJ Bear 7-9 pm
- 8/23 Flag Football Coaches' meeting at Bixby Library 6 pm
- 8/27 Flag Football registration ends
- 8/27 Skate Night with DJ Bear 7-9 pm
- 8/28 Men's 4v4 Basketball registration ends
- 8/30 Men's 4v4 Basketball Captains' meeting 6 pm

IT'S NOT JUST KID STUFF

Men's 4v4 Basketball

Our Men's Basketball program not only allows you to play and have fun, but it also incorporates our four core values of honesty, caring, responsibility, and respect. Our points system for ranking is one way we incorporate those values; awarding not just winning, but also fair play and sportsmanship.

Our 10-game season will be played on Monday nights starting Sept. 6. Playoffs for the top 4 teams will begin the week after regular season games are over.

An 'A' and 'B' division will be offered, but divisions will be combined if there are not enough teams for 2 divisions.

There must be 3 players on the court to start play and a maximum of 10 players on the roster. Games consist of two 20-minute halves with a running clock.

Cost: \$350 per team. Individuals looking for a team may contact Sports Director Ben Seifried @ bseifried@daillyymca.org.

