

## **Citizens of Annapolis and Digby Counties encouraged to participate in YMCA Canada research**

*Annapolis County, Nova Scotia (April 1, 2010)* –YMCA Canada is taking another important step towards the possible re-development of the wellness facility in Cornwallis Park into a new YMCA health, fitness and recreation centre, says Margaret Kay-Arora, Coordinator, YMCA Canada East MRC.

As part of our research, we're sponsoring a telephone survey in Annapolis and Digby Counties in communities around the facility over the next few weeks to obtain the opinions of adult residents concerning health, recreation and fitness services, she says. "We're encouraging everyone who is called by the researcher to participate in the survey – this information is important to our work:"

"While we want to do everything we can to encourage the YMCA to come to our area, we are also realistic that this organization will only come to our community if we are open and supportive of their efforts," said Annapolis County Warden Peter Newton. "So, we (Council) encourage all residents to support the YMCA and respond honestly to their survey so they have good information to work with to develop their business plan."

The survey is being undertaken by LeisurePlan International Inc., a consulting firm that specializes in planning and market research within the health, fitness and recreation fields.

Kay-Arora says that adult residents will be asked to talk about their present and future participation in health, fitness and recreation activities and potential future use of the proposed re-developed facility. The survey will be of a randomly-selected, statistically-valid sample of adult residents in Annapolis and Digby Counties within the catchment area of the facility.

Each interview will take approximately ten minutes to complete, she says. "If you are one of the randomly selected adult residents contacted to participate in the survey, please take the time to respond. Your responses and those of the others contacted as part of the survey will assist in the planning and provision of services by YMCA Canada. Your responses will be kept strictly confidential."

"It is very encouraging to see an organization such as the YMCA showing an interest in coming to this area and offering residents, both in Annapolis and Digby Counties, a facility that promotes an active and healthy lifestyle. The information gathered through this survey will insure that programs offered will meet the desires of area residents and therefore increase the likelihood of success. We encourage anyone who is contacted to participate openly and honestly in the survey to ensure the best results," said Digby County Warden Jim Thurber.

The telephone surveys will commence on April 12<sup>th</sup> and continue for approximately two weeks.

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For media inquiries:

**Margaret Kay-Arora, Coordinator, YMCA Canada East MRC**

1565 South Park St., Halifax, NS, B3J 2L2, Tel: (902) 423-4393, Fax (902) 425-3180, Email: Margaret\_Kay-Aurora@ymca.ca

**John A. Stevenson, Project Director, LeisurePlan International Inc.**

20 Maud Street, Suite 400, Toronto, ON, M5V 2M5, Tel: (416) 703-8670, Fax (416) 703-8671, Email: leisureplan@leisureplan.ca