For Immediate Release

YMCA PROVIDES A "WHERE WE ARE NOW" UPDATE

ANNAPOLIS CO., JULY 20, 2010 – According to George Rodger, YMCA Canada East MRC, the studies to determine if there can be a sustainable, exciting and health-oriented Fundy YMCA facility, which will meet the expectations from residents and businesses in the local areas, are almost completed.

On June 26th, a meeting involving individuals who participated in an interview process with the YMCA, along with Annapolis & Digby County Councils was held at the Annapolis Royal Legion. The purpose of the meeting was to detail the Campaign Feasibility Study results; as well as results from a market study that had been conducted.

"We're very pleased to see the progress being made in determining the feasibility of the YMCA making the former Lifeplex facility its new home," said Annapolis County Warden Peter Newton. "A tremendous amount of work is being done to make this possibility a reality and the results we have received so far are very promising. We are very grateful to the YMCA representatives who are putting so much effort into this project."

Rodger admitted there is still work to be done but it's exciting to report that the results are very encouraging to both the County of Annapolis and the YMCA. He explained the best way to describe the whole study and centre renewal process is "putting together pieces of a difficult puzzle". He broke it down as such:

- The Facility piece
  The Fundy Y facility can be second to none in Canada – an exciting, functional, attractive, health fitness recreation centre.
- The Capital Campaign piece
  The study indicated how important reopening this centre is to the community. This is a big "good news" story involving the community's need for healthier living initiatives, and as a support to all other big community service and economic development plans. However, government support must be confirmed before starting the Capital Campaign.
- The Market Penetration/Financial Feasibility Study piece
  The professional study confirmed that with quality professionals, a membership business plan, and facility renovation to the centre, it is possible to break even and meet the expectations and health needs of the community.
- YMCA Governance piece (ability to come and serve democratically in this community)
  Although final approval has not been confirmed, YMCA Canada is excited that the work they are doing with the County of Annapolis may help the YMCA find new ways to serve more Canadians across the nation. This is based on the very challenges being encountered in trying to serve this region. "What is being learned through this process may actually have been a gift to the YMCA Family in Canada," said Rodger. "While final approval and shared service arrangements are pending, it is almost certain that this will be achieved.
- Government Support Piece
  Support from the County of Annapolis is secure and is in place. Digby County has agreed to try to find a way to support the Capital requirements for renewal and reopening. Meetings have been held with provincial and federal politicians with very positive and supportive results. And, meetings have been started with governmental staff with great support being expressed.

“The Fundy Y facility is a phenomenal idea and is urgently needed for health and spirit needs in this area,” said Rodger. “Together, with this solid plan in place, there is sure to be a way to support and participate in this great community building idea.”

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