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YMCA OF THE NORTH SHORE EMERALD BALL GALA RAISES CRITICAL FUNDS FOR LOCAL KIDS AND FAMILIES IN NEED

Community support is essential to broaden the reach of Y services

Beverly, MA – More than 700 North Shore residents attended the YMCA of the North Shore's 17th annual sold out gala at the Danvers Doubletree by Hilton Hotel, raising a record \$741,000. Each year this event sets out to raise the necessary funds to support the ever-growing needs of individuals, families and children served across the North Shore and Southern New Hampshire.

CEO Chris Lovasco said, "Our work in the community is wide-spread. We are more than a gym; we are a resource for our members as well as the community. We are providing affordable housing, innovative teen services and improving literacy for elementary school children with our summer learning loss prevention programs. We are developing health initiatives that target diabetes prevention, childhood obesity and other chronic diseases in adults. The money raised through our gala translates into more YMCA resources and services in the 24 communities we serve."

In addition to supporting the Y's financial assistance program as a whole, the proceeds from this year's sold-out event will directly impact the Y's educational impact on children across the North Shore through YMCA educational scholarships.

According to Chief Advancement Officer, Marge Cregg, "Our Y provides financial assistance to nearly 13,000 deserving kids, adults and families and the need continues to increase every year. Fundraising is a critical component in our ability to offer essential Y services to more and more people." Cregg added, "With the help of generous donors, the YMCA of the North Shore will award over \$2.7 million in financial assistance this year, providing a variety of services and programs for those less fortunate."

This year's volunteer Gala Committee Co-Chair Courtney Kagan said, "We set out to create an experience equal to the impact the Y has for the more than 76,000 people engaged with our Y each day. It was wonderful to see our guests join the spirit of the Y with their energy, enthusiasm and generosity." Kagan added, "We are so grateful for our host committee, board, staff and volunteers who came together to take this year's gala to a whole new level, raising record funds for those in need."

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About the Y

The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. For over 150 years, the YMCA of the North Shore has been strengthening the foundations of community for the more than 50,000 members it serves in 24 cities and towns. YMCA of the North Shore is the 37th largest YMCA out of 2,800 Ys nationwide. We nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support our neighbors; regardless of age, race, ethnicity or socio-economic background.