GREENVILLE, SC - YMCA of the USA (Y-USA) and YMCA of Greenville launched For a better us.™, a nationwide multimedia marketing campaign designed to educate consumers about the Y’s work as one of the most effective and enduring charitable organizations in the country. For a better us. is meant to change the perception of the Y and raise awareness of the work it does in the areas of youth development, healthy living, and social responsibility to address pressing social issues in more than 10,000 communities around the country.

The campaign launches with two powerful television commercials, Places and Idle Hands, each depicting a different problem America faces today. Places highlight people who lack the opportunities and resources they need to thrive while Idle Hands explores the ways kids may fill their time when left unsupervised or unchallenged, without constructive activities. Both spots close by highlighting the Y’s work on the ground, helping to serve communities by providing healthy living and prevention programs, college and career readiness programs, safe spaces and mentorship and volunteerism opportunities. The commercials will air on multiple national networks including MSNBC, CBS, and TBS.

“This bold campaign underscores the importance of the life-changing work performed by Y staff and volunteers around the country,” said Kevin Washington, President, and CEO of YMCA of the USA. “On a daily basis, they drive the positive change and outcomes that strengthen our communities and the people who call them home.”

“The Y works to ensure all individuals have the support they need to achieve their full potential,” said Scot Baddley, President, and CEO, YMCA of Greenville. “We work here in the Greenville community daily to provide services addressing some our most critical youth, health
and social issues while improving the overall health of our community.”

The “For a better us.” campaign is a multi-year, multifaceted effort to engage more people with the Y and its mission. It will run through 2018.

Those interested in donating to the YMCA of Greenville to can visit ymca greenville.org/give or call (864) 241-1111.

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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. Across the U.S., 2,700 Ys engage 22 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation’s health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. ymca.net