



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR IMMEDIATE RELEASE

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YMCA of South Florida rec

Subhead – (use Heading 2 and italicize; text should be in sentence case)

[CITY/COMMUNITY, DATE] – This paragraph, referred to as the “lead”, offers the most important and newsworthy information. The lead should include the five W’s: who, what, when, where and why. This paragraph should be brief – three to four short sentences.

- **AvMed Well-Fluent Lifestyle Award** at the Alliance for Aging Changing Face of Aging Conference for our work in Pembroke Pines, Weston and South Dade providing innovative physical, social and mental programs for seniors.

Miami-based AvMed has launched a movement that encourages its Members to think beyond the typical definitions of wealth and seek a lifestyle that can only be called WELLfluent™. Citing studies that continue to show that when people neglect their health, they also miss the importance of achieving the balance that leads to happiness, AvMed is helping its 350,000 Floridian Members to shift their perspective and join the WELLfluent. “In a world of 24-hour news and technology that keeps us in constant contact, even when we don’t want to be, it’s easy to overlook our ‘inner riches,’” said AvMed President and COO James M. Repp. “The WELLfluent movement celebrates people who are rich in the things that matter most; health, happiness, and a healthy balance of mind, body, and soul. AvMed not only celebrates the WELLfluent, but we also offer the tools and support to help those striving to get WELLfluent and stay WELLfluent.” To launch the mo

AvMed offers Member-exclusive incentives, programs, clubs, and rewards that put health first. Discounts on everything from gym memberships to Weight Watchers® to alternative-medicine practices such as acupuncture and massages encourage Members to find true wealth within their health. About AvMed

he new [presidential] administration will bring change to our industry, but as we await greater clarity, we are keenly focused on what we can truly control. We expect to build on the 7 percent growth we experienced this year by leveraging our industry-leading customer retention rates. We will drive new customer acquisition by offering unique products that deliver a more engaging Member experience, one designed to help our Members live healthier. Further, we are committed to helping our Members across Florida celebrate a life rich in the things that truly matter: health and happiness of the mind, body and soul. To achieve this lofty goal, we will continue to offer programs, incentives and information to help AvMed Members find a mindset that few others can reach.

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The second paragraph can be either an expansion of the lead, with supporting information. It can also be a direct quote from your spokesperson. Most news releases include a quote that reporters can use if they don't interview a spokesperson. Determine the most impactful person to quote and information to deliver. Be sure to provide the person's full name, title and name of YMCA. The quote, which should complement information provided in the lead, can be placed in the second or third paragraph.

The next several paragraphs should explain the newsworthiness of your announcement. The paragraphs support what was announced in the lead, as well as details related to your announcement.

A news release is typically no more than two pages. If you have additional information, separate that into fact sheets to accompany the release or be made available upon request.

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About the YMCA of South Florida

The Y is a leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility. Every day, the Y works hard to build healthy, confident, connected and secure children, adults, families and communities through over 200 afterschool, preschool, special needs, sports, camp and youth programs, family centers, and senior health outreach sites. To learn more, visit www.ymcaofsouthflorida.org, connect on Facebook or Twitter, or call a Y near you.