



## YMCA CENTRE FOR LIFE

# COMMUNITY BUILDING CAMPAIGN



NOVEMBER 2024

In this edition of the Community Building Campaign newsletter, we take a moment to honour Remembrance Day and pay tribute to all those who have served. We also celebrate two exciting investments in the Centre for Life and highlight the importance of staying active and well during the coming winter months.



## Amer Sports Fitness Studio Paving the Way for Community Wellness



as a partnership that embodies each of these principles, so we're thrilled to support their vision."

The Amer Sports Fitness Studio will feature advanced fitness equipment and a variety of classes tailored for all ages and fitness levels. The studio is designed as a place to exercise and a community gathering point for people who share a commitment to wellness, in line with Amer Sports' global goals of promoting active lifestyles.

David Allen, CEO and President of the YMCA of Central East Ontario, welcomed the partnership with enthusiasm. "We are incredibly grateful for Amer Sports' generous support. This investment allows us to enhance our facilities and strengthens our commitment to providing high-quality fitness programs that benefit the entire community."

The Belleville YMCA Centre for Life is set to become a hub for fitness and wellness, bolstered by a substantial investment from Amer Sports, a global leader in sportswear and equipment. This new partnership is marked by the naming of the "Amer Sports Fitness Studio" that promises modern facilities and expanded programs to meet the diverse fitness needs of Belleville residents.

With this investment, Amer Sports strengthens the YMCA's infrastructure while aligning with its own mission to "Elevate the World Through Sport." As Brad Dow, Director of Distribution and IT Operations at Amer Sports, explains, "Our commitment to this partnership reflects our four core values: Always Authentic, Better Together, Committed to Impact, and Driven to Excellence. We see the YMCA Centre for Life

The facility's goal is to provide an inclusive space where all individuals feel welcome and empowered to pursue healthier lives. Kristin Crowe, Co-Chair of the YMCA's Community Building Campaign, echoed these sentiments. "Amer Sports' investment will enable the Centre for Life to offer high-quality fitness programs and make a positive impact on our community's health and wellness."

# Mackay Insurance Invests in Centre for Life

Mackay Insurance has made a significant investment of \$125,000 in the new YMCA Centre for Life. This contribution secures naming rights for Gym Zone A and underscores Mackay Insurance's commitment to promoting active lifestyles among residents of all ages. With this investment, the YMCA can expand its essential programs and services, ensuring that community members have access to the resources they need for healthy living.

"This investment highlights Mackay Insurance's dedication to building a healthier, more connected community," said David Allen, President and CEO of YMCA of Central East Ontario. "We're excited to see how this support will help us adapt and grow to meet the evolving needs of our region."

Bruce Mackay, President of Mackay Insurance, emphasized the lasting impact of the donation. "We are proud to partner with the YMCA to ensure our community is looked after now and

for generations to come. As we celebrate our 45th anniversary and look toward our 50th, it felt important to make a legacy donation that will benefit our community beyond my lifetime. Securing naming rights for Gym Zone A aligns perfectly with our values."

As the company continues to make a difference, it's easy to reflect on its humble beginnings and remarkable growth over the decades.

"It was wonderful when we heard the news that Mackay Insurance was going to make a \$125,000 gift to the Centre for Life campaign to celebrate 45 years of serving Eastern Ontario. I'm sure Dave Mackay, who founded this business in 1977 with just 25 clients, would be incredibly proud of his son Bruce, the dedicated employees, and the clients they continue to serve. This gift is a testament to the values instilled in the company from the very beginning," said Connie Reid, Vice President of Funds Development.

Mackay Insurance has recognized the YMCA as an essential resource for promoting healthy lifestyles and welcoming newcomers in the Quinte Region. As part of its Community Building Campaign, the YMCA invites everyone to support the Centre for Life's mission, ensuring a legacy of health and resilience for Belleville families now and into the future.

"Bruce Mackay and Mackay Insurance have once again shown their community support with their significant donation to the Centre For Life Community Build Campaign," said Ed Lehtinen, Community Building Campaign Co-Chair. Bruce's passion and active role on the Fundraising Cabinet have been invaluable in rallying support. Gym A in our new facility will forever honour Mackay Insurance's commitment. Thank you, Bruce!"



## Winter Wellness: Staying Active and Healthy

As winter approaches, it's tempting to hibernate indoors, wrapped in cozy blankets and sipping hot cocoa. However, staying active during these cold months is important for our physical and mental well-being. Regular exercise doubles as a defender against the winter blues and cold and flu.

Keeping up with physical activity increases circulation and enhances your body's ability to fight off seasonal illnesses. Exercise also releases endorphins, the body's natural mood lifters. This

can help combat seasonal affective disorder, keeping your spirits high even on the coldest days. Plus, joining a gym or participating in winter sports can help with socializing and feeling connected to community, which is vital for mental health.

A bonus to regular exercise is how it contributes to better sleep and plays a key role in weight management. So, whether you're donning snow boots for a brisk winter walk or grabbing a gym bag for an indoor workout, embrace exercise

this winter to feel your best and stay strong and healthy.

