

FOR IMMEDIATE RELEASE

Students Tasked with \$3 Million Challenge

A collaboration between Monroe High School Students in the Launch Program and the YMCA on fundraising for the Y's Capital Campaign

MONROE, WI - Monroe High School's new program "LAUNCH" is working with high school students, teaching them skills they will use after high school. These students work with businesses around Monroe on their specific needs, developing new skills through each project. The program is aimed at putting students in the real world outside of a classroom. Currently, the YMCA is partnering with this program to promote fundraising for their new Capital Campaign, "Building a Stronger Community."

Elly Beckman a high school student from the LAUNCH program, currently working with the YMCA stated, "I think LAUNCH is a beneficial program to businesses around Monroe. Currently, our LAUNCH group consists of Atziry Ocampo, Maisie Mayer, Louis Armstrong and myself. We are working with the Green County Family YMCA to help increase awareness of their campaign project. The YMCA additions will bring more people to the area and help the community thrive."

The Campaign is aimed at improving the quality of life for all within the community. The YMCA is still looking to fundraise \$3 million dollars to reach their goal. Currently, the YMCA has raised \$22 million, thanks to pledges from various organizations and businesses. The YMCA is a non-profit organization; thus, every dollar donation counts. The project includes nearly 60,000 square feet of expansion, as well as updates to the current facility.

Maisie Mayer, part of the YMCA's LAUNCH team said, "Throughout my childhood I visited the YMCA for many activities and events. The LAUNCH program has provided an amazing opportunity to work with an organization that is prominent in my life and the lives of many others."

The LAUNCH team is helping promote the fundraising effort for the Capital Campaign through the creation of various flyers, graphics, social media strategies, and other innovative marketing ideas. The team hopes to raise donations from those within the community, getting everyone involved in making the community stronger. Every donation counts, from \$10 to \$10,000! These important donations demonstrate the community's overall support of the project.

Atziry Ocampo, another student on the YMCA LAUNCH team stated, "I believe that this LAUNCH collaboration with the YMCA is very important for our community. It allows us students to help our future community expand and grow in the same way past communities have helped us grow through our own youth involvement."

Louis Armstrong, the fourth student on the YMCA LAUNCH team added, "I have visited the YMCA many times to use their weight room. The expansion of the YMCA would provide more opportunities for kids to get active alongside other members of the community. Being a part of LAUNCH team has provided

me with a great opportunity to help with the expansion of the YMCA. It is also teaching me valuable life lessons like working in groups and coming up with creative solutions.”

The LAUNCH team hopes to bring increased awareness of the Y’s campaign. Check out the campaign website to learn more about what’s all included in the project of “Building a Stronger Community” <https://greencountymmca.org/stronger/>.