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Zoe for President: New Candidate Announces Her Run for Commander in Chief In 2064

The Y organizes Zoe for President, symbolizing the potential of all children

[BALTIMORE, MARYLAND] (02/25/2016)— Today YMCA of the USA (Y-USA) and The Y in Central Maryland launched Zoe for President, a campaign to elect a one-year-old girl as our nation's Commander in Chief...in 2064. The campaign highlights the potential the Y sees in all kids to grow up and change the world if they're nurtured properly and supported along the way. Through Y initiatives like childcare, academic enrichment, mentorship, college prep, job training, and more, kids have the opportunities to succeed, grow and one day, maybe even become president. The Y aims to impart the values of what it means to achieve—how hard work, determination, perseverance and character can drive someone to success beyond what they thought possible.

Like all candidates, Zoe has her own campaign website, ZoeForPresident.net (www.ZoeForPresident.net), where users can donate to her campaign, watch videos to learn her stance on issues and shop for swag. When users donate to Zoe's campaign, they are donating to their local Y and supporting the programs and services that enable kids like Zoe to thrive from childhood through retirement.

"While Zoe for President is a breath of fresh air during a heated campaign cycle, every child—regardless of background—needs support and guidance to reach their full potential," said Kevin Washington, president and CEO, YMCA of the USA. "Zoe's campaign addresses actual issues that America's communities are faced with each day like access to early childhood education, safe space, meal assistance, and the Y's role in solving the challenges head on."

Zoe for President is the second phase of the Y's **For a better us™** campaign, a multi-year, multi-faceted effort to engage more people with the Y and its mission as a nonprofit. Earlier this year, the Y launched two powerful television commercials, *Places* and *Idle Hands*, each spotlighting different problems communities in America face today. Both spots closed with the Y's nonprofit work on the ground, engaging and enriching kids and families through safe spaces, mentorship, education, meal programs and more.

"The Y works to ensure all kids have the support they need to achieve their full potential," said Sara Milstein, chief marketing and advancement officer, The Y in Central Maryland. "We work here in Central Maryland to provide services addressing our most critical social issues."

Those interested in donating to The Y in Central Maryland can visit ZoeForPresident.net.

Our Mission:

The Y of Central Maryland is a charitable organization dedicated to developing the full potential of every individual through programs that build healthy spirit, mind and body for all.

Our Commitment:

At the Y, we are committed to providing family-oriented, affordable, high quality programs.

A cause driven organization with three areas of vital focus:

- *For Youth Development:* nurturing the potential of every child and teen
- *For Healthy Living:* improving our community's health & well-being
- *For Social Responsibility:* giving back and providing support for our neighbors

The Y is a place for everyone. People of all races, ages, faiths, gender, abilities, backgrounds and incomes are welcome and financial assistance on a sliding scale is available to those who would otherwise be unable to participate.

Our Values:

Caring, Honesty, Respect and Responsibility

More information can be found at www.ymaryland.org

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