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Press Release

From: Silver Bay YMCA Conference and Family Retreat Center

Silver Bay YMCA celebrates successful Giving Tuesday campaign

Silver Bay announces Giving Tuesday campaign results

Silver Bay YMCA created a unique campaign this year for their annual Giving Tuesday campaign – the Silver Bay Games.

Silver Bay YMCA Development Assistant and one of the creators of the games Shealy Williford said, “The Silver Bay Games were created to engage staff and donors in our Giving Tuesday campaign. Staff had fun participating in the games, and everyone had fun watching them! It was well-received and successful, and definitely something we look forward to doing in the future.”

Silver Bay YMCA employees were given the opportunity to sign up for the games and were divided into two teams: Slim Point and Van Buren Bay. Each team, which consisted of four members, participated in a total of six games over the course of three days

“I had a lot of fun and winning made it even better. It felt good to be a part of something that helped raise money for such a wonderful place,” stated Alyssa Anderson a receptionist at Silver Bay YMCA and a member of team Slim Point.

This year’s Giving Tuesday campaign ended up receiving a total of 31 gifts, 10 of which were from new donors. Together both teams ended up raising over \$36,000. While this number was shy of Silver Bay’s \$40,000 goal, Silver Bay YMCA did surpass the amount of money raised during the 2022 Giving Tuesday Campaign, enough so that they have already decided to hold the Silver Bay Games again for the 2024 Giving Tuesday campaign.

Silver Bay YMCA VP of Development and Government Relations Walt Lender added, “Giving Tuesday is a chance to focus on donating to charities and being philanthropic during the holidays. Silver Bay's Giving Tuesday campaign this year was energetic and creative, encouraging donors to compete and turn their donations into votes for one of Silver Bay's dedicated teams. It was all good fun for a good cause and helping Silver Bay serve its community.”

Silver Bay YMCA would like to give a big thank you to everyone who has donated to Silver Bay throughout the year. Those interested in donating to Silver Bay can do so by visiting <https://silverbay.org/donate/>.

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Photos by Silver Bay YMCA

SB Games 1: A group photo of Silver Bay Games teams Slim Point and Van Buren Bay.

SB Games 2: Silver Bay Games team Van Buren Bay works together during the game “Word Search”.

SB Games 3: Silver Bay Games team Slim Point navigates the balance beam obstacle in the game “Blind Trust”.

SB Games 4: An aerial shot of the games “Let’s Buoy” being played during the Silver Bay Games.

About Silver Bay YMCA: Silver Bay YMCA, founded in 1902, is in Silver Bay, NY, just minutes south of Hague. Its 700-acre campus along one mile of Lake George shoreline offers a breadth of programs for all ages. Silver Bay YMCA is consistently ranked one of the top ten family reunion sites in the country and is on the National Register of Historic Places with the U.S. Department of the Interior. As a mission-based charity, Silver Bay YMCA offers outreach programs in addition to its core activities as a premier conference and family retreat center. Learn more about Silver Bay at www.silverbay.org.

Our MISSION: To foster relationships, strengthen communities and nurture spirit, mind, and body for all.

Our IMPACT: Because of Silver Bay YMCA, connections between people and family are stronger. People are more connected, respectful, and caring. They have the confidence to develop to their full potential and to positively impact the communities in which they work and live. As a result, communities are more dynamic, inclusive and diverse. As stewards of Lake George, we inspire people to be stewards of the environment while they are visiting our magnificent campus and in their home communities.