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YMCA Reinvents Its Fitness Programs to Elevate Health Mission Across Milwaukee

MILWAUKEE, WI — (October 14, 2020) - The YMCA of Metropolitan Milwaukee is reinventing the way they lead health in the city. In a major shift to reach more people, they are spreading more individualized health and wellness programs further throughout the community: opening more 'boutique' sites and growing classes and events.

The "all-new Y" kicks off with a 6-week STRONG Challenge, which is open to the entire community, Oct. 19. In addition to expanded classes and sites, the Downtown Y will be operating a new test boutique site on the first floor of the same building as its old facility, "The Avenue." They are in discussions and anticipate opening a new, more modern space with member hours there this winter.

"Modernizing the Y with more personal fitness allows us to bring 'boutique' trends to more people," said Carrie Wall, President and CEO. "To keep health accessible to our most vulnerable populations during the pandemic, we've had to evolve toward that vision more quickly than we planned. But the future of the Y is here, brighter and bolder than ever."

The new boutique at The Avenue is already in use for group classes, including cycling. Members will need to pre-register for classes on the Y app.

The Y's reinvention offers expanded options for members after some of its facilities had been forced to close because of the pandemic. The Northside will reopen once the students there can return to school, while all downtown programs will relocate to smaller, more modern spaces.

The Y is continuing to expand its options for members, and is actively seeking new partners and spaces. Community members with ideas can reach out to Lisa Coombs-Gerou, VP Operations, at lcoombsgerou@ymcamke.org.

"We have never been 'just a gym' or a building," Wall said. "People count on the Y for everything from wellness to food, so we don't have the luxury of staying stagnant or being slow-moving! We'll be 'growing out' through the city quickly so our members don't miss a beat ... or a bike, or a burpee."

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About YMCA of Metropolitan Milwaukee

For 162 years, the YMCA of Metropolitan Milwaukee has strengthened the foundations of our community by "Putting Christian principles into practice through programs that build a healthy spirit, mind and body for all." There are five locations throughout the Milwaukee area, as well as YMCA Camp Minikani in Hubertus, along with over 159 program sites where we're committed to being advocates for healthy families and partnering with others to improve the greater good in Milwaukee County.