



**PRESS RELEASE - FOR IMMEDIATE RELEASE**

## **YMCA WILL MOBILIZE MILLIONS OF PEOPLE ON OCTOBER 13TH 2012 AND ESTABLISH A NEW WORLD RECORD**

**Geneva, September 13, 2012.** The YMCA World Challenge – 2012 Hoop Springs Eternal, is a coordinated activity organized for October 13<sup>th</sup>, 2012 with the aim of mobilizing millions of people during a big celebration of the worldwide work of the YMCA to empower young people through its change model of SPACE, TRANSFORMATION and IMPACT.

The event will take place in thousands of local communities across five continents and will include a global basketball shoot out.

The YMCA shall set a new world record of people throwing basketballs in the occasion of this event.

Community activities such as sports, recreation, concerts, festivals, photo exhibitions and many others will mobilize large numbers of people for a different day with a lot of joy and creativity through the common element of a basketball shoot out. Invented in the YMCA in 1890, basketball is one of the most popular sports in the world and it has been used as a tool to empower people and promote a healthy life style.

The event starts 8h00, local time in New Zealand, and ends in Hawaii 00h00 following the time zone progression. Various communities and cultures will be connected by live broadcasting and other forms of social media during the day.

The events will be open to everyone (individuals and families) as it is at the YMCA. All interested people shall request information at their nearest YMCA branch. A list of national YMCAs can be found at [www.ymca.int](http://www.ymca.int)

The International Federation of Basketball (FIBA) and UNESCO are worldwide supporters of the initiative.

### **Contact details**

*Romulo Dantas, Executive Secretary for Youth Empowerment – World Alliance of YMCAs*  
[romulo@ymca.int](mailto:romulo@ymca.int) - + 41 22 849 5100 – website <http://www.ymca.int>

### **The YMCA.**

*Working for social justice for all youth, regardless of religion, race, gender or culture, the World Alliance of YMCAs is a global ecumenical Movement reaching 58 million people in 119 countries worldwide. Founded in 1855, the World Alliance of YMCAs is the oldest and largest Movement for youth in the world.*

### **World Alliance of YMCAs**

12, Clos-Belmont - 1208 - Geneva Switzerland

Phone: +41 22 849 51 00 | Fax: +41 22 849 51 10 | [office@ymca.int](mailto:office@ymca.int) | [www.ymca.int](http://www.ymca.int)

President: Kenneth Colloton | Secretary General: Rev. Johan Vilhelm Eltvik