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**FOR IMMEDIATE RELEASE**

## **YMCA of the Black Hills Joins Nationwide Five Days of Action® to Protect Children and Promote Digital Safety**

***National initiative raises awareness about digital safety for kids and empowers adults to take action.***

RAPID CITY, SD APRIL 14, 2026 – The YMCA of the Black Hills is joining Ys across the country for Five Days of Action®, a weeklong campaign running April 13-17, 2026, designed to raise awareness and inspire action to protect children from abuse, with a special focus this year on digital safety for kids.

Throughout the week, the YMCA of the Black Hills will share resources, host family activities, and provide education to help parents and caregivers navigate the ever-changing digital world. The YMCA believes that every adult has a role to play in protecting children, online and off.

“Technology is an amazing tool for learning and connection, but it also presents new risks,” said Nicole Krebs, Curriculum, Accreditation, and Training Specialist, YMCA of the Black Hills. “By working together and staying informed, we can create safer digital spaces for all children.”

In 2026, the Y has partnered with Praesidium, National Center for Exploited and Missing Children (NCMEC), Lauren’s Kids, and National Children’s Alliance to offer additional resources for parents and caregivers.

The Five Days of Action campaign encourages adults to learn how to recognize red flags, start open conversations with children, access digital safety resources, and take the official pledge to protect kids at [www.fivedaysofaction.org](http://www.fivedaysofaction.org).

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### **About the YMCA of the Black Hills**

Driven by its founding mission, the YMCA of the Black Hills has served as a leading nonprofit committed to strengthening community for more than 77 years. The Y empowers everyone, no matter who they are or where they’re from, by ensuring access to resources, relationships and opportunities for all to learn, grow and thrive. By bringing together people from different backgrounds, perspectives and generations, the Y’s goal is to improve overall health and well-being, ignite youth empowerment and demonstrate the importance of connections in and across 10,000 communities nationwide. Learn more at [www.ymcabh.org](http://www.ymcabh.org)