



YMCA Contact:

Elaina Kempin, Marketing
YMCA of the Black Hills
605-719-5081

elaina.kempin@ymcabh.org

FOR IMMEDIATE RELEASE

YMCA of the Black Hills Invites Custer Families to Kick Off a Healthy, Active Summer at 2026 Healthy Kids Day®

Free and open to the public, this annual event features a day of fun-filled activities to celebrate kids being kids.

CUSTER SD, APRIL 3, 2026 – The YMCA of the Black Hills is hosting the Y’s annual Healthy Kids Day® on Saturday, April 18th from 9am to 11am at the Custer YMCA. This free, annual event features a variety of family-friendly activities to encourage healthy kids, healthy families and a healthy start to the summer season.

Sponsored nationally by Peanuts and Gatorade, Healthy Kids Day’s mission is to prepare Custer families for a safe, healthy and fun summer. Some featured activities include Custer Library Story time at 9:30 and 10:30am, water safety, family group activities and local community partners.

“It is so important for kids to stay active over the summer, both physically and mentally,” said Elaina Kempin, Marketing Director for the YMCA of the Black Hills. “At the Y, we believe in providing resources for families to create healthy habits, no matter the time of year. Healthy Kids Day is a fun, free community-wide event that encourages families to take advantage of all the great summer activities the Y has to offer.”

In honor of its 175th anniversary in the United States, YMCAs nationwide are expanding their commitment to nurturing healthy, confident kids through their annual Healthy Kids Day celebration. Healthy Kids Day reflects the Y’s long-standing mission of strengthening communities and helping youth reach their full potential, a mission that has guided the organization for 175 years and continues to shape its work today. The YMCA of the Black Hills has been serving the Black Hills region for over 77 years.

Locally, Healthy Kids Day is sponsored by: **Community Champion** Monument Health, Strider Bikes, the Rapid City *Journal*, KOTA TV and NewsCenter1.

For more information, contact the Custer YMCA at 605.673.5134 or visit www.ymcabh.org/events for a full schedule of events.

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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