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FOR IMMEDIATE RELEASE

YMCA of the Black Hills Announces Newly Hired Leaders

RAPID CITY, SD JULY 1, 2026 – The YMCA of the Black Hills is pleased to announce two new positions on its leadership team.

Melissa Moore, Branch Manager - Rapid City YMCA:

Melissa joins the Y to lead the Rapid City YMCA branch location. She has led multi-functional teams in the busy world of zoos and aquariums for more than 30 years. She has deep experience in the world of nonprofit management, having previously been an executive director at two different organizations, and is excited to bring her leadership experience to the YMCA in the town she calls home.

Melissa is also passionate about sports and wellness, and currently spends a lot of her off-hours running, hiking, or bicycling. She and her husband, Michael, have recently returned to Rapid City with their two dogs and parrot, Sammi.

Erica Richter, Branch Manager - Liberty Center YMCA:

Erica Richter has been promoted to Branch Manager at the Liberty Center YMCA in Box Elder, where she has served as Program Director for the past 2 years.

With more than 12 years of YMCA experience Erica is passionate about creating programs to help youth, families, and community members stay active, connected, and healthy. Throughout her YMCA career Erica has worked in childcare, afterschool programming, youth development and sports, bringing a strong commitment to serving others and strengthening community.

When Erica is not at the Y, she enjoys life on her family's ranch outside of New Underwood, SD, where they raise cattle and chickens and loves spending time in her garden.

Please join us in congratulating these leaders to the YMCA and our community. For more information on how you can live a healthy, active life contact the Y at 605-718-9622 and visit our Group Exercise schedules at www.ymcabh.org for class days/times.

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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