



YMCA Contact:

Elaina Kempin, Marketing

YMCA of the Black Hills

605-719-5081

elaina.kempin@ymcabh.org

FOR IMMEDIATE RELEASE

Graphic Attached: YMCA of the Black Hills Better Together

Fall Back to the Y: YMCA of the Black Hills Invites Community Members to Reconnect with the Y and Each Other This Season

As routines return, the YMCA reminds members and families there's no place like the Y for health, connection, and community.

RAPID CITY, SD – SEPTEMBER 1, 2026 – As summer fades and schedules shift, the YMCA of the Black Hills is encouraging community members to "Fall Back to the Y" — the place where belonging and well-being come together.

"At the Y, fall isn't about slowing down, it's about reconnecting," said Kristy Lintz, COO YMCA of the Black Hills. "Whether you're returning to a fitness routine, joining a class, or finding new ways to get involved, this season is the perfect time to come back."

From group fitness and youth programs to swim lessons and volunteer opportunities, the Y offers something for everyone. Plus, if you join the YMCA and refer a friend to join between September 1 to the 30, you both get an exclusive YMCA 175th anniversary t-shirt with membership. Offer applies to new or existing members who refer friends! The YMCA is the Show Up For Each Other Place, because fitness, encouragement, and progress feel better when you're not doing them alone.

The Y is more than a gym, it's a place to belong. Join or rejoin today and make this place your place for connection and renewal. For more information, visit www.ymcabh.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