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**YMCA RE-NAMED TO HONOR THE ARTHUR M. BLANK FAMILY
YMCA in city of Atlanta focuses on youth**

ATLANTA (September 29, 2009) —At a re-dedication ceremony today, the Centennial Place Family YMCA will be re-named the Arthur M. Blank Family Youth YMCA to honor and recognize the Blank family’s long-time support. The re-dedication will be attended by public officials, YMCA board members and executive leaders, Stephanie and Arthur Blank, and Atlanta Falcons players and cheerleaders who will participate with YMCA kids in physical activities.

“This is a great honor for my family and me,” Arthur Blank said. “It is particularly meaningful because this building is one that includes a Falcons Fitness Zone. In addition, it’s the first youth-only YMCA site in metro Atlanta, which fits nicely with the youth focus of our family foundation and the Atlanta Falcons Youth Foundation. It’s been our distinct pleasure to work with the Metro Atlanta YMCA over the years, and we are humbled by this recognition.”

The partnership between the Metro Atlanta YMCA and Arthur Blank began in 1992. “Arthur Blank is committed to helping kids build better, healthier lives. He places an emphasis on reducing childhood obesity and increasing the amount of physical activity by children, and that complements the YMCA mission and focus,” says Edward G. Munster, president and CEO of the Metro Atlanta YMCA. “One example of a tremendous program that resulted is the Falcons Fitness Zones.”

Created by the Atlanta Falcons Youth Foundation (AFYF), Falcons Fitness Zones programs help to combat the serious obesity problems afflicting Atlanta’s children. The Metro Atlanta YMCA is one of 12 nonprofit partners receiving AFYF grants to improve youth fitness in underserved areas.

(more)

Arthur M. Blank Family Youth YMCA – 2/2/2

The Foundation has designated four neighborhoods in Atlanta and one in Gainesville as Falcons Fitness Zones, with the greatest investment targeting youth living near the Georgia Dome, home of the Atlanta Falcons. The new Arthur M. Blank Family Youth YMCA serves as the anchor site for a network of services impacting more than 3,000 kids at nine local elementary schools. Through Falcons Fitness Zones grants, children receive expanded fitness and nutritional education programs during the school day and through after-school and summer programs.

“Thousands of children and families throughout metro Atlanta have been positively impacted by the philanthropic efforts of Arthur Blank and his family,” says Munster.

The Youth YMCA, located on Luckie Street, was renovated this month to expand preschool, after-school and youth development program space. With a new name and a newly refurbished Y, more children will have the opportunity to participate in full-day licensed preschool, after-school enrichment programs, and recreational activities like gymnastics, dance, cheerleading, and youth sports.

About the YMCA: Founded in 1858, the Metro Atlanta YMCA is a charitable organization open to all people of all abilities, ages, beliefs, cultures, faiths, and incomes. Financial assistance is available based on need. For more information, call 404-588-9622 or visit www.ymcaatlanta.org. For the Arthur M. Blank Family Youth YMCA, call 404-724-9622.

About The Arthur M. Blank Family Foundation: Formed in 1995, The Arthur M. Blank Family Foundation is focused on enhancing education, preserving greenspace, sustaining the arts and sparking collaboration among its community partners. Arthur M. Blank is Owner & CEO of the Atlanta Falcons Football Club. He also owns Mountain Sky Guest Ranch in Montana. He co-founded The Home Depot, the world's largest home improvement retailer, in 1978 and retired from the company as co-chairman in 2001. Through his generosity, the foundation, along with Blank and his wife's personal giving, has granted more than \$250 million to various charitable organizations.

About the Atlanta Falcons Youth Foundation: The Atlanta Falcons Youth Foundation is an affiliated fund of The Arthur M. Blank Family Foundation. The Youth Foundation focuses on youth fitness and supports organizations serving youth throughout Georgia. In 2005, the foundation launched the Falcons Fitness Zones as its signature program.

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