

Heart of the City Campaign | Media Hub

Campaign Summary

The YMCA-YWCA of Winnipeg's **Heart of the City Campaign** is a bold renewal initiative to transform our Downtown Y branch into a more inclusive, accessible, and vibrant space for all. This project will modernize and expand the facility to meet the growing needs of Winnipeg's downtown communities—strengthening our shared future through health, belonging, and opportunity.

Key Messages:

- Revitalizing a vital downtown anchor institution
- Enhancing accessibility, inclusion, and safety
- Expanding youth, family, and newcomer programs
- Supporting long-term community and economic resilience

Downloads & Resources

All digital assets may also be easily [accessed via this folder](#).

Case for Support

Download the full campaign story, planned upgrades, and personal impact stories:

- [Case for Support – Heart of the City \(PDF\)](#)

Renderings & Images

High-resolution renderings are available for media use, showcasing the seven key areas of redevelopment:

- [Indoor Splash Pad & Pool Viewing Area](#)
- [Community Classrooms & Learning Spaces
\(Supporting Mental Health, Newcomer & Youth Services\)](#)
- [Expanded Child Care Centre](#)
- [Universal Changerooms & Accessibility Upgrades](#)
- [Community Spaces](#)

→ [Photos – Current Downtown Y programs, people & facility \(JPG\)](#)

→ [Y Winnipeg Brand + Campaign Logo Files \(PNG, EPS\)](#)

Please credit: YMCA-YWCA of Winnipeg

Subject Matter Experts & Interview Opportunities

The YMCA-YWCA of Winnipeg can coordinate interviews with spokespeople on the following topics related to the Heart of the City Campaign:

- Accessibility & Inclusive Design
- Youth Wellness & Mental Health
- Licensed Child Care & Early Learning
- Newcomer & Settlement Services
- Community Classrooms & Education Supports
- Family Recreation & Indoor Splash Pad
- Corporate Relocation & Downtown Workforce Wellness
- Economic Impact & Urban Revitalization
- Personal Impact Stories from Program Participants

To request an interview or background information, please contact the media contact below.

Media Contact

For interviews, additional assets, or information, please contact:

Kalyn Murdock, CFRE

Director, Major Gifts

Call: [204.998.8009](tel:204.998.8009)

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Campaign News

- [2025.04.08 – Funding Announcement](#)
- [2024.06.12 - Y Winnipeg Unveils Volunteer Cabinet Team for \\$15M Heart of the City Capital Campaign for Downtown Y](#)
- [2023.07.21 – Our Vision for Downtown](#)