

MADE FOR YOUR Y!

LEARN MORE



<https://qrco.de/vvy2y>

Virtual Y makes it easy for members to stay active and keep up with their weekly fitness schedules, no matter where they are or what's keeping them busy.



70+ Categories

Stream the most extensive library of 4K Ultra HD YMCA Fitness and Wellbeing classes in the country.



100+ Weekly Videos

We constantly add new on-demand classes to our growing library of 5,000+ videos.



60+ Weekly Live Streams

We offer daily live streams to help you stay connected to your favorite classes, instructors, and friends.



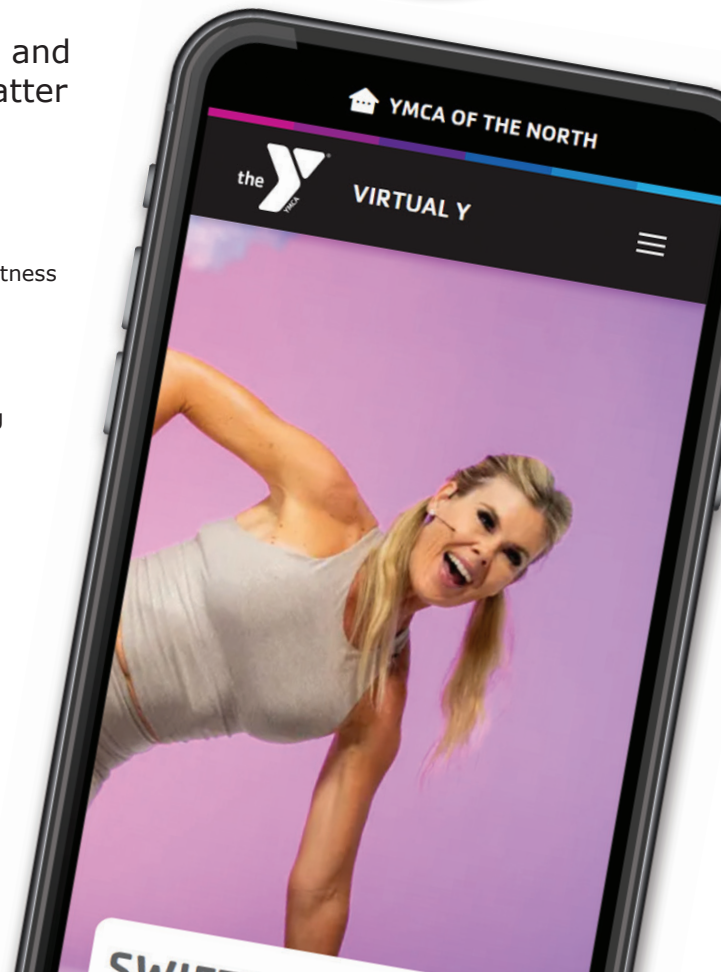
Unlimited Favorites

Save your favorite live streams, videos, instructors, categories, and durations for easy access.



Premium Content Series

We regularly craft themed series and artist spotlights to motivate and engage our audiences.



YMCA OF THE NORTH

ymcanorth.org/virtual

The YMCA is a 501(c)(3) not-for-profit social services organization.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



Good for Business

Virtual Y puts the YMCA membership experience in members' pockets.

Member Engagement

New product and content features keep people coming back for more.

Increased Access

The first dedicated mobile apps for iOS and Android will debut in 2025.

Platform Analytics

View user behavior and content trends for your members and association.

Member Retention

Virtual Y adds value to membership, especially for those who spend part of their time away.

Seamless Sign-In

Automatic integration with your membership list makes adoption easy.

Marketing Support

Includes a marketing kit to promote Virtual Y to your membership base.

A New Approach

All Virtual Y experiences are grounded in the Five Dimensions of Wellbeing.



Nourish

Food is a must for physical and mental health.



Move

Moving matters for a strong spirit, mind, and body.



Reflect

Reflection helps us to connect with ourselves.



Connect

Connection with others is essential for our wellbeing.



Restore

Creating balance in our lives helps us to recharge.

Unmatched Quality

Virtual Y can be enjoyed anywhere — on the go and within YMCA branches.

The difference is clear.	VIRTUAL Y	THE COMPETITION
Library Size	5,000+ Videos	~2,000 videos
Weekly Live Streams	100+	~30
Weekly On-Demand Videos	60+	~30
Video Quality	4K Ultra HD	~1080p

Engagement

82%

Most gym members also workout at home

With Virtual Y, you can offer your members a seamless, high-quality digital experience that complements their in-person workouts.

+22%

Hybrid solutions increase member engagement

Our competitive pricing, extensive content library, and user-friendly design make it easy for members to stay engaged and motivated.

Pricing

Affordable by design.

	Monthly	Yearly
Small	\$1,100	\$12,000
Mid-Major	\$2,750	\$30,000
Large	\$4,400	\$48,000

All YMCA subscriptions require a one-time setup fee of \$2,500.

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