
YMCA SEARCHING FOR A NEW AD AGENCY



The YMCA or The Y as it is now called is searching for a creative agency for it's national marketing. This was confirmed by a spokeswoman for The Y. They have previously worked with various add agencies including GSD&M, Kohnke Hanneken. For local markets they have employed Preston Kelly, Agency Creative and many more regional agencies. The Y had upped their media spending by 15% in 2010 to \$7.8 million. Read the full article here: [YMCA Seeks Agencies for National Account](#)

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