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## FOR IMMEDIATE RELEASE

### YMCA of Rapid City Announces Name Change to YMCA of the Black Hills

*Name change accurately represents the area served by its four YMCA branch locations.*

Rapid City, SD — December 30, 2025 — The YMCA of Rapid City today announced that it is changing its name to the YMCA of the Black Hills, effective January 1, 2026. The new name better reflects the organization's broad reach and commitment to serving communities throughout the Black Hills region.

While the name is changing, the YMCA's mission remains the same: to strengthen community through youth development, healthy living, and social responsibility. Programs, services, leadership, and staff will continue uninterrupted, and the organization remains a part of the national YMCA movement.

"Our new name more accurately represents who we are and the people we serve," said Kristy Lintz, YMCA of the Black Hills Chief Operations Officer. "With branch locations in Rapid City, Box Elder, Custer and Edgemont, YMCA of the Black Hills better reflects our role as a regional organization committed to supporting individuals and families across the Black Hills, now and into the future."

The name change is part of a broader effort to align the YMCA's identity with its growing impact beyond Rapid City, and eliminates confusion between the physical Rapid City branch and its larger association. The organization will begin transitioning signage, web and email platforms, and communications materials in the coming months.

Community members, members, donors, and partners can expect the same valuable YMCA programs and welcoming environment they have always known — now under a name that better represents the YMCA's regional presence and vision.

For more information about the YMCA of the Black Hills and its programs, visit [www.ymcabh.org](http://www.ymcabh.org) or follow the YMCA locations on social media.

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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 across the Black Hills. With branch locations in Rapid City, Box Elder, Custer and Edgemont, 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 [ymcabh.org](http://ymcabh.org).