

**FOR IMMEDIATE RELEASE**

**STEVENS POINT AREA YMCA Announces New Plover Location in Partnership with Lokre Development Company; Charter Memberships Now Available**

**Plover, WI — [Date]** — The Stevens Point Area YMCA is thrilled to announce a major leap forward in expanding its impact across Central Wisconsin. The YMCA has officially partnered with Lokre Development Company to open a brand-new YMCA location in Plover within the former Younkers building now known as the Plover Marketplace and adjacent to Artist & Fare.

This exciting collaboration with Lokre Development Company—owner of the building—reflects a shared commitment to strengthening community well-being, accessibility, and quality of life for Plover-area families.

“We are absolutely energized to bring the YMCA’s mission and services directly to Plover,” said Ryan Zietlow, President and CEO of the Stevens Point Area YMCA. “Lokre Development Company’s support and enthusiasm have been tremendous. Together, we’re creating a vibrant, welcoming YMCA experience the community can be proud of.”

Village of Plover Administrator Steve Kunst shared, “The YMCA is an incredible community partner, and the Village is ecstatic to welcome them to the former Younkers site. Having the YMCA’s services and amenities closer to Village residents is an absolute win for the community and we look forward to a long lasting relationship here in Plover!”

Lokre Development Company shared similar enthusiasm. “Partnering with the YMCA on this new Plover location is something we’re truly proud of,” said representatives from Lokre. “The Y is a vital community asset, and we’re honored to help bring its services closer in our community.”

**The new Plover YMCA is expected to open in early 2026**, bringing an exciting lineup of health, wellness, and recreation amenities, including:

- **Four indoor pickleball courts**
- **A wellness center** featuring cardio and strength equipment
- **A small turf training area** for functional movement and sports conditioning
- **An indoor walking track** for year-round activity
- **24/7 access**, giving members the flexibility to pursue their wellness goals on their schedule

To celebrate this milestone, the YMCA is launching **Charter Memberships** for the Plover location. Charter Members will receive special recognition, early access to updates and events, and—best of all—

**FREE use of the Stevens Point Area YMCA until the Plover facility officially opens and pay no joiner fee.**

“This is such an exciting moment for our community,” Zietlow added. “Charter Members can join now, stay active right away, and be part of building something new and meaningful for Plover.”

The Plover expansion is part of the YMCA’s broader strategy to serve more families across Portage and surrounding counties. The Y continues to make strong progress on the Waushara Community YMCA project, which is set to open in September of 2026, and is advancing plans for a major revitalization of its Stevens Point facility.

For more information about Charter Memberships, or to support the new location through a donation, visit [www.spymca.org](http://www.spymca.org) or contact YMCA President & CEO, Ryan Zietlow at 715-342-2980 or [rzietlow@spymca.org](mailto:rzietlow@spymca.org).