

For many of the 20 thousand members of the La Crosse area YMCA, the shift might not require much of a change in perception. The organization takes on a new identity this week. To be known simply as, "the Y." The La Crosse Y's Executive director, Bill Soper, says it makes perfect sense partly because everyone already calls it "the Y." La Crosse is one of the first in the nation to make the branding shift. Soper says it comes with a strategy to make members and the community more aware of the types of programs offered at the Y.