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\$40 Million Dollar Project to Launch Dan Maddox YMCA Begins in Hernando, MS

Hernando, MS - On April 16, 2025, the YMCA of Memphis & the Mid-South had the pleasure of announcing that a new YMCA will be coming to Hernando, Mississippi. This was made possible through a generous donation from the Maddox Foundation, a long-time supporter of community organizations in the area.

The Maddox Foundation, established in 1968 by Dan Maddox, is a charitable organization dedicated to supporting a wide range of nonprofits. Through their generous donations, they continue to make a significant impact on communities across Northwest Mississippi.

In recognition of Dan Maddox's enduring legacy, the new YMCA facility will be named in his honor, to ensure that Dan's commitment to philanthropy continues to inspire future generations.

This exciting addition to the Hernando community is part of the Delta Landing development plan and is expected to break ground in Fall 2025.

The YMCA noted that the 9.37 acre plot of land where the Dan Maddox YMCA will live was graciously donated by the McBride Family, of Sky Lake Construction.

Hernando is currently the fastest-growing community in Mississippi, a vibrant area where families are seeking exciting new opportunities for recreation and wellness.

The Dan Maddox YMCA aims to meet these needs by serving as a cornerstone for community engagement, wellness, and a place for individuals and families to grow together.

This YMCA location will feature a wide range of amenities designed to support health, wellness, and community connection for all ages. Key offerings include a state-of-the-art natatorium with spectator seating, a vibrant outdoor water experience with cabanas, and an indoor walking and running track. Youth and families will benefit from dedicated spaces and services tailored to younger members, including a multi-purpose youth and family area, youth enrichment programs, and leadership development opportunities. A modern wellness center and a dynamic group exercise studio round out the experience. Together, these spaces will create a vibrant, inclusive environment where health, fitness, and community thrive.

"This is going to be an incredible YMCA," said Robin Hurdle, CEO of the Maddox Foundation. "It's going to be an incredible community asset."

The YMCA has had a well-established presence in Desoto County Schools for over 20 years while operating the Olive Branch Family YMCA, as well as providing children in the community with a safe space in Before and After School Care in partnership with Desoto County Schools.

Desoto County is also the home of the YMCA Jr. Street Kings program, which meets at the Skating Rink located near the City of Hernando Baseball Fields.

In 2024, the YMCA opened the Lynda & Bill Austin YMCA Early Learning Center at 905 Magnolia Hills Cove, which provides access to early childhood education in the Hernando area.

This foundation demonstrates the YMCA's commitment to nurturing future generations in the area and our service to youth in the community.

"This is more than just a new YMCA, it is a reflection of the hometown spirit of Hernando," said Jerry Martin, CEO & President of the YMCA of Memphis & the Mid-South. "The Dan Maddox YMCA will be a place where families and neighbors come and grow together. We are grateful to the Maddox Foundation, the McBride Family, the City of Hernando, and others in the community for the immense support, making this dream a reality. We are incredibly honored to carry forward Dan Maddox's philanthropic legacy in this community for generations to come."

The project is expected to stimulate local economic growth, creating jobs while also addressing the community's increasing need for accessible wellness resources.

The YMCA's commitment to inclusivity ensures that everyone, regardless of financial status, will have access to its programs and facilities.

For more information about the Dan Maddox YMCA, please contact nikki.miller@ymcamemphis.org.

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About the YMCA of Memphis & the Mid-South

The YMCA of Memphis & the Mid-South is one of the area's largest nonprofits focused on engaging individuals and families in youth development, healthy living, and social responsibility. Celebrating 170 years, the Y is dedicated to helping people achieve goals, make friends, and find a true sense of belonging. Centers offer quality time for families to be together, resources for parents, and a variety of opportunities for seniors to stay active. The YMCA ensures these opportunities are available to everyone—regardless of their ability to pay—thanks to generous support from community partners and donors. For more information about the Y, visit ymcamemphis.org.

For over 20 years, the YMCA has served the communities in DeSoto County through programs and services offered at the Olive Branch Family YMCA, and through its partnership with DeSoto County Schools to provide after school care. Currently, the YMCA provides services to the Hernando community at Hernando Elementary, Hernando Hills Elementary, Oak Grove Elementary, and through the Lynda & Bill Austin YMCA Early Learning Center—an early childhood education center located in Hernando.

The YMCA of Memphis & the Mid-South functions as an independent association within the YMCA movement and operates with procedures and policies that are tailored to the unique needs of the communities we serve.

About the Maddox Foundation

Founded in 1968 by Dan Maddox and his wife, Margaret Maddox, the Maddox Foundation is rooted in a deep commitment to youth development, a love for nature, and a vision to create lasting positive change. Headquartered in Hernando, Mississippi, the Foundation continues to carry forward the Maddox's legacy under the guidance of their chosen successor, Robin Hurdle.

The Foundation has made significant investments in projects that enrich the lives of young people and strengthen communities. Signature initiatives include renovating and supporting the Margaret Maddox Family YMCA, equipping every public classroom in Mississippi with an internet-connected computer, establishing the Community Foundation of Northwest Mississippi, and funding creative learning and recreational spaces for children. Additional efforts include supporting youth sports through the Jr. StreetKings Roller Hockey program and funding the Education Director position at the GRAMMY Museum Mississippi.