

NINJA ZONE CASE STUDY

HEART OF THE VALLEY YMCA

A small room, a big mission, and 100 ninjas a week.

“Every kid wants to be a ninja.”

How Crystal Coast Gymnastics built a thriving boys program and reached boy-to-girl parity by adding NinjaZone.

CLIENT Heart of the Valley YMCA

LOCATION Huntsville, Alabama

PARTNER SINCE 2024

PROGRAM NinjaZone



100+ / week

kids served

waiting list

status

THE CHALLENGE

Alabama has one of the highest youth obesity rates in the country. The Heart of the Valley YMCA team needed a program engaging enough to keep kids coming back — and a way to welcome new families into the Y community.

WHY NINJA ZONE

After meeting NinjaZone at a conference and talking with other Ys that had seen success, Heart of the Valley started small in 2024. They quickly outgrew the original room and went all in, dedicating a purpose-built NinjaZone space in Q4.

THE RESULTS

- Serving 100+ kids per week with active waiting lists
- NinjaZone families flowing into other Y programs — soccer, t-ball, and beyond
- Launched Baby Ninja parent-tot class as a feeder into the full program
- First mission ceremony underway to celebrate kids' ranking progress

“NinjaZone has been a great partner — they’ve really helped us develop our programming strategies. My biggest advice to any other community rec center: just do it. With good coaches, a good program, and a good marketing strategy, the ninjas are waiting to be part of the program. Go for it.”

“We’ve seen kids really grow into the self-confidence and self-discipline that ninja provides — and nail that cartwheel from the gymnastics and parkour side. It’s been really neat to watch the children blossom.”



Ready to grow your program?

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