

# PRESS RELEASE



CITY OF WINTER PARK

401 Park Avenue South

Winter Park, Florida

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1998 15th BIRTHDAY! 2011

## **For Immediate Release:**

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## **KaBOOM! NAMES WINTER PARK A "PLAYFUL CITY USA" COMMUNITY**

**WINTER PARK, Fla., an internationally recognized ICMA Excellence Award winner with accredited fire, police and parks & recreation agencies (September 6, 2011) –** The City of

Winter Park was recently named a "Playful City USA" community by KaBOOM!, the national non-profit dedicated to saving play by mapping over 85,000 places to play, building more than 2,000 playgrounds, and successfully advocating for play policies in cities across the country.

Winter Park was one of only 151 cities and towns in the country that earned the recognition from KaBOOM! for its efforts to increase play opportunities for children and its outstanding dedication to play. This designation will be officially presented to the City Commission on Monday, September 12, at 3:30 p.m., in City Hall Commission Chambers. As part of this new designation, the city recently held a play day at Cady Way Park's new KaBOOM! playground and will be holding a second play day event at Lake Island Community Playground on Saturday, September 17, from 10 a.m. to noon.

"This designation is a great testimony to what is important to our city. Making sure we have places nearby for our children to play and be active is a priority for our city and the health of our community. We are thrilled to receive this designation," said Parks & Recreation Department Director John Holland.

KaBOOM! created "Playful City USA" in 2007 to help local governments address the play deficit by ensuring children have the time and space they need to play. Winter Park has set a goal to offer a playspace within walking distance of every resident. The city performed a thorough review of its play-related policies and created an extensive audit of its playgrounds. Winter Park will also establish a best practices manual for the maintenance of all playspaces.

"The play deficit continues to harm our children and stifle their mental and physical development, while directly facilitating the ongoing childhood obesity crisis," said Darell Hammond, KaBOOM! founder and CEO, and author of *The New York Times* Best Seller *KaBOOM!: How One Man Built a Movement to Save Play*. "Winter Park is committed to the well-being of children and serves as an outstanding role model for the rest of America."

Winter Park and the other 150 "Playful City USA" communities are now eligible for grants via "Let's Play," a community partnership led by Dr. Pepper Snapple® Group to get kids active nationwide. For more information on the KaBOOM! "Playful City USA" program, including "Let's Play" grants and applications for 2012, visit [www.kaboom.org](http://www.kaboom.org).

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