



CITY OF WINTER PARK

401 Park Avenue South

Winter Park, Florida

32789-4386



# PRESS RELEASE

## **For Immediate Release:**

Media Contact: Craig M. O'Neil 407-599-3506 or cell 321-303-2653

## **NON-PROFIT KABOOM! NAMES WINTER PARK AMONG 213 "PLAYFUL CITY USA" COMMUNITIES**

**WINTER PARK, Fla., an internationally recognized ICMA Excellence Award winner with accredited fire, police and parks & recreation agencies**

**(May 7, 2011)** – Although today's children spend less time playing outside than any previous generation, 213 cities and towns, including Winter Park, have earned recognition from national non-profit KaBOOM!® as 2012 **Playful City USA** communities for their efforts to increase play opportunities for children. This is the second year that Winter Park has been recognized. Presented by The Humana Foundation, Playful City USA is a national program advocating for local policies that increase play opportunities for children and a key platform in combating the play deficit.

Each of the 2012 Playful City USA communities demonstrated creative commitments to addressing the play deficit. The evaluation of Winter Park's 2011 play spaces resulted in capital funding to update Phelps Park and Ward Park playgrounds, and provide beautification for the parking areas at Lake Island, Cady Way and Phelps. Adding play day events to the city's recreation programming was also well received by the community, and plans are underway to make the play day an annual tradition.

KaBOOM!, the national non-profit organization dedicated to saving play, created Playful City USA in 2007 to help local governments address the play deficit. It is through mayors, city council members, parks and recreation departments, school districts and community leaders that the program succeeds in benefitting children.

"Some of the most innovative concepts and cost-effective programs are being developed in Playful City USA communities," says Darell Hammond, founder and CEO of KaBOOM! and author of *The New York Times* Best Seller *KaBOOM!: How One Man Built a Movement to Save Play*. "Cities like Winter Park are key allies in the fight to combat the play deficit and serve as outstanding role models for government and community leaders across the country."

Winter Park and the other Playful City USA communities are now eligible for \$15,000, \$20,000 and \$30,000 grants via Let's Play™, a community partnership led by Dr Pepper Snapple Group, to get kids and families active nationwide. Grant recipients will be announced on Monday, June 4, 2012.

For more information on the KaBOOM! Playful City USA program, including Let's Play grants and applications for 2013, please visit [www.playfulcityusa.org](http://www.playfulcityusa.org).

For more information regarding the City of Winter Park, please visit the city's official website at [www.cityofwinterpark.org](http://www.cityofwinterpark.org). ###