



PRESS RELEASE

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INDIANAPOLIS CHOSEN AS PLAYFUL CITY USA FOR 2ND YEAR IN A ROW

MAYOR BALLARD PARTICIPATES IN INDY PLAY DAY CELEBRATION

INDIANAPOLIS –Hooray for play! Indianapolis has been chosen as a 2010 Playful City USA community by KaBOOM!, a national nonprofit organization dedicated to bringing play back into children’s lives. Indianapolis is one of 118 communities across the country recognized for affirming its commitment to play and creating an articulated action plan for play.

“Through the distinction of being recognized by the Playful City USA program, Indianapolis is viewed by other communities across the country as a model for increasing opportunities for play in youths’ lives. We will continue to refine our best practices and expand them in our community,” said Mayor Greg Ballard. “I take a tremendous amount of pride in knowing that what we’re doing here in Indianapolis will improve the lives of our children.”

KaBOOM! chose Indianapolis based on commitments to increase the quantity and quality of play and playgrounds while improving access to existing play opportunities, and Get Fit Indy! Mayor Ballard’s Kids Fitness Challenge, which encourages children to be active 60 minutes each day and to eat nutritiously. This is the second year in a row that Indianapolis has received the designation.

“Research confirms a vibrant connection between play and the development of social, emotional, cognitive and intellectual skills,” said Indy Parks Director Stuart Lowry. “Play among children is a not a luxury, it’s a vital component of development, and Indy Parks is uniquely positioned with a tremendous amount of resources to offer a variety of options for play.”

Mayor Ballard participated in today’s city-wide Indy Play Day Celebration by kicking off the activities at Wilbur Shaw Memorial Soap Box Derby Hill. The Indy Play Day Celebration kicks off KaBOOM!’s



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National Play Week September 18-26. Indianapolis will continue to incorporate play into its programs and encourage play year round. The City is eligible for a \$25,000 grant to further improve parks and playgrounds.

About Indy Parks & Recreation

The mission of Indy Parks & Recreation is to create fun, safe, engaging and sustainable parks that enhance the quality of life for individuals, neighborhoods and communities. Indy Parks will be a national model of excellence and destination for facilities and programs, protecting parks, greenways and open spaces and championing environmental initiatives. For more information, visit www.indyparks.org.

About KaBOOM!

Headquartered in Washington, D.C., KaBOOM! is a national non-profit organization dedicated to saving play. Through community building, the organization is focused on giving every child in America a great place to play within walking distance. Since 1996, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,800 new playgrounds, skate parks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including an online community, free online trainings, grants, publications and the KaBOOM! National Campaign for Play, which includes Playful City USA and Playmakers – a national network of individual advocates for play. KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit www.kaboom.org.

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