



CITY OF DURHAM  
*Durham Parks and Recreation*  
101 CITY HALL PLAZA  
DURHAM, NC 27701

## **PUBLIC SERVICE ANNOUNCEMENT**

Parks and Recreation Department



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### **City of Durham Honored as 2017 Playful City USA Community**

*258 cities and towns recognized for putting the needs of kids and families  
first as part of Playful City USA program*

**DURHAM, NC** - National non-profit KaBOOM! is recognizing the City of Durham as a 2017 Playful City USA designation for the ninth year in a row.

Playful City USA honors cities and towns across the country for putting the needs of families first so that kids can learn, grow and develop important life skills. These communities are transforming ordinary places into playful spaces and using play as a solution to the challenges facing their residents.

The 2017 Playful City USA recognition includes 258 communities from Richmond, Virginia to Richmond, California that make it as easy as possible for kids to play. In total, these communities feature more than 14,000 safe and engaging playspaces that serve more than 4 million kids.

Durham was recognized for bringing play to neighborhoods with the Fun Caravan program. Fun Caravan is a mobile recreation program that brings recreation to communities throughout Durham by providing a variety of fun, active, and challenging recreation experiences for children up to 12 years old. The program will be offered in four parks in July.

Durham was also recognized for its efforts to increase community input and engagement in playground replacement projects. Public meetings and community engagement were solicited for the renovation projects at Edgemont Park and Indian Trail Park.

“This designation is evidence that we are meeting one of the goals outlined in our strategic plan to provide physical playspaces to the residents of Durham,” said Rhonda B. Parker, director of Durham Parks and Recreation. “We are excited to be recognized for something that we take pleasure in doing.”

As cities are becoming hotbeds for innovation, communities across the country are creating inventive ways to attract and retain residents. Playful City USA honorees are taking bold action to ensure kids have great places to play – all with the ultimate goal of making play the easy choice

for all kids, no matter where they live. In addition to the playground down the street, Playful City USA communities are turning grocery stores, vacant lots, crosswalks and sidewalks into opportunities for play.

“We are thrilled to recognize Durham for putting kids first,” said KaBOOM! CEO James Siegal. “The well-being of our communities starts with the well-being of our kids, and play is critical for them to thrive. It is our collective responsibility to ensure that all kids get the childhood they deserve filled with play.”

To see the full list of Playful City USA communities and to learn more about making play the easy choice for kids, visit [kaboom.org/playfulcityusa](http://kaboom.org/playfulcityusa). You can also take part in the conversation with leaders across the country using [#PLAYceforkids](https://twitter.com/PLAYceforkids) on [Twitter](https://twitter.com) and [Facebook](https://facebook.com).

### **About Durham Parks and Recreation**

Durham Parks and Recreation provides opportunities for the Durham community to Play More by connecting our whole community to wellness, the outdoors, and lifelong learning. To learn more about Durham Parks and Recreation, visit us [online](#), follow us on [Facebook](https://facebook.com), [Twitter](https://twitter.com), and [Instagram](https://instagram.com), or call (919) 560-4355.

### **About KaBOOM!**

KaBOOM! is the national non-profit dedicated to giving all kids—particularly those growing up in poverty in America—the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open or improve nearly 16,700 playgrounds, engaged more than one million volunteers and served 8.5 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters and why cities are embracing #playability: visit [kaboom.org](http://kaboom.org) or join the conversation at [twitter.com/kaboom](https://twitter.com/kaboom) or [facebook.com/kaboom](https://facebook.com/kaboom).