



## MEDIA ADVISORY

**Media Contacts:**

Humana: Marina Renneke, (480) 227-2304, [mrenneke@humana.com](mailto:mrenneke@humana.com)  
 City of Tucson: Sierra Davenport, (520) 837-8032, [sierra.davenport@tucsonaz.gov](mailto:sierra.davenport@tucsonaz.gov)  
 KaBOOM!: Dominique Freeman, (202) 464-6171, [dfreeman@kaboom.org](mailto:dfreeman@kaboom.org)

**Date:** 09/12/2014**TDD:** 791-2639

### TUCSON COMMUNITY TO DESIGN PLAYGROUND FOR ALL AGES

*City of Tucson, Lend a Hand Senior Assistance, Humana Inc. and KaBOOM! design space  
for people of all generations to gather and play*

**WHAT:** The City of Tucson, Lend a Hand Senior Assistance and Humana Inc. will join organizers from KaBOOM! (a national non-profit organization that has built more than 2,300 playgrounds) at **JP Industries** (2851 N. Country Club Road, Tucson) on **Wednesday, Sept. 17, 2014**, to kick off design plans for a **one-of-a-kind, multi-generational playground**.

The customized playground will be funded primarily by Humana (a leading health and well-being company) and will be created with personal drawings and other input from local community members – from children to seniors – collected during this special design day.

**WHY/HOW:** The existing playground at La Madera Park, located at 2700 E. La Madera Drive in Tucson, is in need of replacement as it is outdated and contains some unusable components. In addition, exercise opportunities are limited for the large population of seniors living in the neighborhood. The new playground and multi-generational exercise stations will effectively address these needs, providing the youth with an age-appropriate area to play, as well as opportunities for the seniors to interact further with each other and the community. Humana is proud to help create a lasting neighborhood legacy that promotes healthy play and well-being.

The community will rally together to design senior-focused and adult elements, including fitness stations and walking paths, to promote good posture, balance and flexibility – as well as more traditional, kid friendly equipment to create a truly multi-generational space. The project will create a gathering area to inspire family picnics and get-togethers for years to come. The actual playground build day will take place on Saturday, Nov. 1. The project is one of more than 50 playgrounds being built by Humana, the Humana Foundation, and KaBOOM! across the U.S. over four years.

**WHEN:** **Wednesday, Sept. 17, 2014**

- 4:15 – 5:15 p.m. Community children designing their dream playground
- 5:30 – 8:30 p.m. Adult volunteers participating in playground planning

**WHERE:** JP Industries, 2851 N. Country Club Road, Tucson

**VISUALS:**

- Community children creatively making drawings for their dream playground elements
- Organizers participating in playground planning meeting to discuss specific playground wish list and needs

###

*If participants require an accommodation or materials in accessible format or require a foreign language interpreter or materials in a language other than English for any event, please call Tucson Parks and Recreation, 791-4873, at least five business days in advance*