



**CITY OF
TUCSON**



NEWS RELEASE

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TUCSON EIGHT TIME HONOREE AMONG 212 “PLAYFUL CITY USA” COMMUNITIES

On May 13, 2014, KaBOOM!, in partnership with the Humana Foundation, announced 212 cities and towns across the United States as 2014 Playful City USA honorees. These communities are leaders in playability – the extent to which a city makes it easy for kids to get balanced and active play – and are making play part of the solution that can move the needle on countless urban challenges.

Tucson, Arizona was honored as a 2014 Playful City USA designee for the eighth time. Tucson was one of 31 cities honored in 2007, the inaugural year, and of those 31 only 14 earned the designation for each of the eight years following, as Tucson has. KaBOOM! selected Tucson for its outstanding dedication to play.

More than 12,000 guests attended the eighth annual Tucson Parks and Recreation Department's official Family Festival in the Park Day in November 2013 with activities including free all-day admission to the zoo, free zoo train rides, a kid zone area and family games. The city offers more access to play through a joint-use agreement between the city and schools that keeps parks open to children outside of school hours. The Department is also one of 116 Nationally Accredited Agencies through the National Parks and Recreation Association of which approximately 3,000 state and local publically funded departments are members.

“Tucson Parks and Recreation is proud to be one of the first to be recognized as a Playful City and pleased to have continued that designation over the past eight years. It is a testament to our staff’s dedication to serving the community and bringing play to Tucson,” said Fred Gray, Director of Tucson Parks and Recreation.

KaBOOM!, the national non-profit organization dedicated to giving kids the childhood they deserve by bringing play to those who need it most, created Playful City USA in 2007 to help local governments address the lack of play and it is through mayors, city council members, parks and recreation departments, school districts and community leaders that the program succeeds in benefitting children.

The KaBOOM! Playful City USA program, sponsored by the Humana Foundation, honors cities, towns and communities across America that are taking bold steps to ensure that all children, especially the 16 million American kids living in poverty, have easy access to balanced and active play in their communities.

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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



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“With the tremendous support of our friends at Humana Foundation, we are thrilled to recognize all of these communities that are working to ensure all kids, particularly the 16 million that live in poverty, get the play they need to thrive,” says KaBOOM! CEO and Founder Darell Hammond.

To see the full list of the 212 communities named 2014 Playful City USA honorees, or for more information on the Playful City USA program, visit www.playfulcityusa.org. To find out more about Tucson Parks and Recreation please visit www.tucsonaz.gov/parksandrec and view our Summer Program Guide and Class Catalog to find something fun to do this summer!

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