



city of
greenville

News Release

GREENVILLE RECOGNIZED AS 2016 PLAYFUL CITY USA COMMUNITY

(Greenville SC) As part of its annual “Playability Week,” KaBOOM! announced today that Greenville is among 257 cities and towns across the United States named as 2016 Playful City USA communities. This is the sixth year that Greenville has received this honor.

Celebrating its 10th anniversary, the KaBOOM! Playful City USA program honors cities and towns across the country for taking bold steps that make it easy for all kids to get the balanced and active play they need to thrive. Communities are recognized for their efforts to create more playable, family-friendly cities. According to KaBOOM!, interactive sidewalk art, designated play spaces on trails and the transformation of schoolyards into active play areas are just a few examples of how cities are becoming more playful. “We are thrilled to recognize these communities that have invested their time and efforts to put kids first,” said KaBOOM! CEO James Siegal. “Balanced and active play is crucial to the well-being of kids and the communities that they thrive in. By integrating play into cities, the leaders of Playful Cities USA are working to attract and retain the thousands of families that want homes in close proximity to safe places to play.”

According to Dale Westermeier, interim director of the Parks, Recreation & Sustainability Department, the City of Greenville makes play a priority through recreation programming and infrastructure improvements, and by partnering with non-profit organizations, schools, churches and neighborhood associations to address play-related needs in the city. “Whether we’re bringing play directly to residents with our Mobi-Rec vehicle and Playstreet events, or providing a venue like Ice on Main, where the entire community can come together to play, we’re committed to improving the quality of life in our city by providing access to a wide variety of recreation opportunities for citizens of all ages,” said Westermeier. “The City also demonstrates its commitment to play by creating a physical environment that entices citizens to get outside and spend more quality time playing.”

To see the full list of 2016 Playful City USA honorees, or for more information about the Playful City USA program, visit www.playfulcityusa.org.

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