



## FOR IMMEDIATE RELEASE

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## **The City of Reidsville Recognized as 2017 Playful City USA Community**

*258 communities honored as part of 2017 Playful City USA Program*

**Reidsville, NC (May 17, 2017)** – The City of Reidsville is being honored with a 2017 Playful City USA designation for the third time. Playful City USA honors cities and towns across the country for putting the needs of families first so 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.

Eleven North Carolina communities were recognized this year. In addition to Reidsville, the nearby City of Eden was also honored. Reidsville last got the honor in 2015.

“The City of Reidsville has a strong park system, a variety of recreational amenities and stresses Citywide wellness,” Mayor Jay Donecker said. “We know that play not only promotes the physical well-being of our residents but also creates a better overall quality of life for our City.”

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.

“We are thrilled to recognize Reidsville for putting kids first,” said KaBOOM! President 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 learn more about these cities, see the full list of the 258 communities named 2017 Playful City USA honorees, or to gather more information on the Playful City USA program, visit [www.playfulcityusa.org](http://www.playfulcityusa.org). We also encourage you to take part in the conversation on [#playability](https://twitter.com/playability) with these thought leaders on [Twitter](https://twitter.com) and [Facebook](https://facebook.com).

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### **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 16,300 playgrounds, engaged more than one million volunteers and served 8.1 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).