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## It's Playtime

This article originally appeared in SLJ's Extra Helping. [Sign up now!](#)

By *SLJ Staff* -- *School Library Journal*, 10/29/2008 2:05:00 PM

It's not all about work—sometimes it's about play. Organic yogurt maker Stonyfield Farm is teaming with the nonprofit organization KaBOOM! to bring play back into the lives of children.

As part of the Stonyfield KaBOOM! Double Play Program, a winner will receive a \$50,000 grant to build or improve a playground, skate park, basketball court, sports field, or other type of playspace. The winner will then help select a second \$50,000 grant recipient from a list of KaBOOM! applicants, based on its financial need.

"Play is what childhood is supposed to be all about," says **Stonyfield Farm** president and CEO Gary Hirshberg. "With green space shrinking every day, today's kids don't have the opportunity we did as children to play in the woods or green fields."

How do you apply? Just lift the lid from a Stonyfield Farm yogurt. Schools, clubs, and other organizations can collect specially marked 6-ounce and 32-ounce yogurt lids and mail them with an entry form to Stonyfield Farm. The winning prize goes to the group that collects the most lids.

"When communities rally to support the cause of play, everyone's a winner," says Darell Hammond, CEO and cofounder of **KaBOOM!**, a national nonprofit organization that envisions a great place to play within walking distance of every child. "Not only will the Double Play Program empower two communities to build places to play for their kids, but it will also inspire thousands of people across the country to take action and make their children's world more healthy and playful."

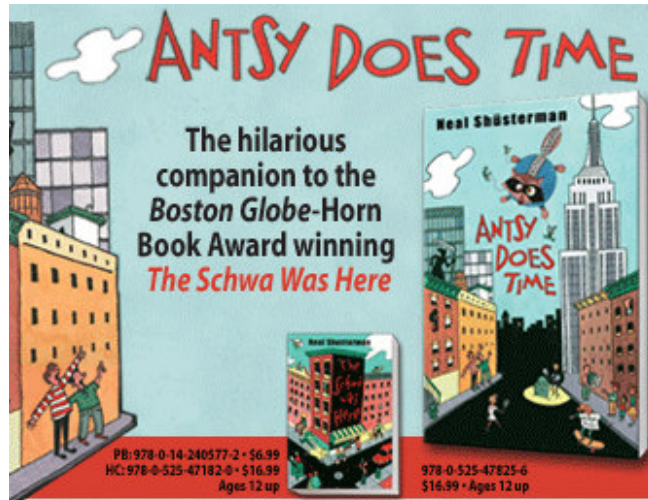
Some 15 percent of children and teens are considered overweight, about three times the figure in 1980, and an additional 15 percent of kids and teens are considered "at risk" for becoming overweight, according to studies.

The program ends Dec. 31, with winners announced in February 2009. Complete rules and entry forms can be found [online](#).

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