

Press Release

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Press release from: KaBoom!

KaBOOM! and America's Promise Alliance Team Up to Provide a Playground to One Deserving Community

All 2008 100 Best Communities for Young People Winners Eligible for Playground Prize

[\(CSRwire\)](#) WASHINGTON, DC - October 11, 2007 - KABOOM!, a national non-profit that envisions a great place to play within walking distance of every child in America, today announced at the America's Promise Alliance's (the Alliance) *100 Best Communities for Young People* National Forum in Washington, DC that the two organizations will team together to give a brand new community-built playground-valued at \$70,000-to one of the Alliance's 2008 *100 Best Communities for Young People (100 Best)*. To qualify for the new playground, communities must be named a 2008 *100 Best* and a 2008 *Playful City USA* as part of the KaBOOM! National Campaign for Play.

"100 Best and *Playful City USA* both honor those American communities who are putting their young people first," said Marguerite W. Kondracke, president and CEO of the America's Promise Alliance. "That's why we're pleased to partner with KaBOOM! to further reward one of these communities with a new playground because by providing a safe place for children to gather we are one step closer to helping them succeed."

"At KaBOOM! we believe that a great community is one that makes children and time for play a priority," said Darell Hammond, CEO and co-founder of KABOOM! "Through play, children not only get exercise but build character and learn how to work with others. By awarding one of the Alliance's *100 Best* communities a new playground we're helping to make one of the best communities even better."

100 Best is an annual competition where the Alliance with its partner Capital One, identify those 100 outstanding communities across America that are the best places for young people to live and grow up in. *Playful City USA* is a national recognition program honoring cities and towns across the nation that have created an agenda to bring play back into the lives of all their children.

The 2008 100 Best application process is open from August 1, 2007 through Friday November 2, 2007.

To learn more about the national search for the *100 Best Communities for Young People* visit: www.americaspromise.org/100best. Applications for the 2008 *Playful City USA* program are available at: www.kaboom.org/playfulcityusa.

About the America's Promise Alliance

America's Promise Alliance is the nation's leader in forging a strong and effective partnership alliance comprised of corporations, nonprofit organizations, foundations, policymakers, advocacy and faith groups committed to ensuring that children receive the fundamental resources - the Five Promises - they need to lead successful, healthy and productive lives and build a stronger society.

Building on the legacy of our founder General Colin Powell, the Alliance believes the success of our children is grounded in experiencing the Five Promises - caring adults; safe place; a healthy start; an effective education; and opportunities to help others - at home, in school and in the community. For more information on America's Promise Alliance visit: www.americaspromise.org.

About KaBOOM!

KaBOOM! Mis a national nonprofit organization that envisions a great place to play within walking distance of every child in America. Since 1995, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,300 new playgrounds, skateparks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including an online community, regional and national trainings, grants, publications and the KaBOOM! National Campaign for Play, which includes Playful City USA and the Playmaker Network - a national network of individual advocates for play. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago, Atlanta and San Mateo, CA. For more information, visit www.kaboom.org.

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