



## KENNER AWARDED LET'S PLAY GRANT

*November 15, 2011*

*For Immediate Release*



### **CONTACT:**

Maria Bourgeois, 468-7211 or [mbourgeois@kenner.la.us](mailto:mbourgeois@kenner.la.us)

Alexandra Katich, Ketchum on behalf of Dr Pepper Snapple Group, 646-935-4375, [alexandra.katich@ketchum.com](mailto:alexandra.katich@ketchum.com)

Mike Vietti, KaBOOM!, 785-320-2137, [mvietti@kaboom.org](mailto:mvietti@kaboom.org)

### **KENNER AWARDED \$20,000 LET'S PLAY GRANT FROM DR PEPPER SNAPPLE GROUP AND NATIONAL NON-PROFIT KaBOOM! AFTER BEING NAMED A PLAYFUL CITY USA COMMUNITY**

**Kenner, November 15, 2011** – Dr Pepper Snapple Group and national non-profit KaBOOM! today announced that Kenner has been awarded a \$20,000 Let's Play Playground Construction grant for a new playground at Greenlawn Playground. Kenner received the grant because it was selected as a 2011 Playful City USA community by KaBOOM! on Sept. 6 and will use the grant to build a new playground with community involvement.

The grants are part of the first Let's Play initiative introduced in November of last year – a \$15 million, three-year commitment from Dr Pepper Snapple Group to KaBOOM!, the national non-profit saving play by ensuring there is a great place to play within walking distance of every child. Together through Let's Play, Dr Pepper Snapple Group and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America.

"This will be a great opportunity for the City to improve the facilities at Greenlawn Playground and to make sure that the quality of life for our citizens will improve. We are so proud that we are a recipient of this grant and we will make sure that these funds are put to the best use for this play area." Said Parks and Recreation Director Ken Marroccoli.

Kenner applied for 2011 Playful City USA recognition and also submitted a Let's Play grant application to Dr Pepper Snapple Group and KaBOOM!. Kenner was selected as one of 20 Playful City USA communities to receive a Let's Play Playground Construction grant among the 151 communities that earned Playful City USA status in 2011. Playful City USA is a national program advocating for local policies that increase play opportunities for children. KaBOOM! created Playful City USA in 2007 to help local governments address the Play Deficit by ensuring their children have the time and space they need to play.

The grant will be used to replace old play equipment at Greenlawn Playground, which is well-used by Kenner's Athletics Division. Football, baseball and softball take place here for children in the Greenlawn neighborhood, and basketball, volleyball and cheerleading are held at the gym down the street. The few pieces of play equipment, however, that sit next to the ball fields are in terrible condition and desperately need to be upgraded.

Kenner hopes to do just that. The new and improved equipment will give the neighborhood a better look, it will encourage more children and families to play at Greenlawn, and it will bring the community together, even before it is complete. The city plans on using KaBOOM!'s community-build model to construct the playground, wherein a community gathers as many volunteers as possible in one day to build the playground as a group. If anyone is interested in helping out in anyway, please call Kenner Parks & Recreation at 468-7211.

Consumers are encouraged to visit Let's Play on Facebook at [www.facebook.com/letsplay](http://www.facebook.com/letsplay) to join the conversation and learn how to apply for grants.

#### **About Kenner**

##### **Boilerplate**

#### **About Dr Pepper Snapple Group**

Dr Pepper Snapple Group (NYSE: DPS) is the leading producer of flavored beverages in North America and the Caribbean. Our success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. We have 6 of the top 10 non-cola soft drinks, and 9 of our 12 leading brands are No. 1 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes Sunkist soda, 7UP, A&W, Canada Dry, Crush, Mott's, Squirt, Hawaiian Punch, Penafiel, Clamato, Schweppes, Venom Energy, Rose's and Mr & Mrs T mixers. To learn more about our iconic brands and Plano, Texas-based company, please visit [www.drpeppersnapple.com](http://www.drpeppersnapple.com).

#### **About Let's Play**

Let's Play is a community partnership led by Dr Pepper Snapple Group (NYSE: DPS) to get kids and families active nationwide. The first Let's Play initiative is a \$15 million, three-year commitment to KaBOOM!, the national non-profit that's saving play. Together, through Let's Play, DPS and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America. For more information, visit Let's Play on Facebook at [www.facebook.com/letsplay](http://www.facebook.com/letsplay) or online at [www.LetsPlay.com](http://www.LetsPlay.com).

#### **About KaBOOM!**

KaBOOM! is the national non-profit dedicated to saving play. Children today spend less time playing outdoors than any previous generation, a fact that is having disastrous consequences on their health, achievement levels, and overall well-being. To fight this Play Deficit, social entrepreneur Darell Hammond founded non-profit KaBOOM! 15 years ago in Washington, D.C. with a vision of creating a great place to play within walking distance of every child in America. Since then, KaBOOM! has mapped over 85,000 places to play, built more than 2,000 playgrounds, and successfully advocated for play policies in hundreds of cities across the country. KaBOOM! also provides communities with online tools to self-organize and take action to support play on both a local and national level. Hammond chronicles the founding of the organization and the importance of the cause of play in his *The New York Times* Best Seller [\*KaBOOM!: How One Man Built a Movement to Save Play\*](#). The book details how businesses and communities can work together to save play for children across the country. All author proceeds support KaBOOM!. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit [www.kaboom.org](http://www.kaboom.org).