



CITY OF KENNER

OFFICE OF THE MAYOR

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FOR IMMEDIATE RELEASE
August 18, 2010

KENNER AGAIN MAKES “PLAYFUL CITY USA” LIST

One of 19 Four-Timers Nationwide

Kenner Mayor Michael S. Yenni said Wednesday he was pleased to announce that his city was one of 118 cities across the United States named a “Playful City U.S.A.” because of its focus on recreation and the number and quality of recreation/leisure time programs it offers citizens.

This is the fourth straight year Kenner has received the Playful City designation from KaBOOM!, a national non-profit organization in Washington, D.C., dedicated to preserving play by focusing on giving every child in America a great place to play within walking distance from home.



Since 1996, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,800 new playgrounds, skate parks, sports fields and ice rinks across North America. It offers a variety of resources, including an on-line community, free on-line trainings, grants, publications and the KaBOOM! National Campaign for Play.

Kenner Parks & Recreation Director Ken Marroccoli said recognition as a Playful City U.S.A. “opens opportunities for us to apply for and get grants.”



He added, “It forces us to more closely scrutinize our recreation action plans and more carefully put them into use.”

KaBOOM! said it selected Kenner for its outstanding dedication to play, adding that it is most proud of the city’s community involvement and engagement in playground planning, design, maintenance and improvement in existing programs.

“An extreme misconception exists in our country that play among children is a luxury when, in fact, it’s an absolute necessity,” said Darell Hammond, KaBOOM! CEO and co-founder.

“For decades, this notion dominated our actions and we continue to see the damaging results: a monumental lack of play spaces for children and sky-rocketing childhood obesity rates. Kenner refused to adhere to the status quo and realized all children deserve a municipal commitment to the cause of play.

“These 118 Playful City USA communities serve as beacons for the rest of our nation that an investment in children is an investment in our future.”

For more information on the KaBOOM! Playful City USA program, visit www.kaboom.org/playfulcityusa.

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