



FOR IMMEDIATE RELEASE

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The Sky's the Limit as Houston Kids Imagine Bright Futures with More Play
Kids Design the New Playground Coming to St. Alban's Episcopal Church in November
Wednesday, September 7, 3:30 p.m. – 7:30 p.m.

Photo/Interview Opportunities Available

WHAT: Kids from **Houston** will put crayons to paper and draw their dream playground, which will ultimately become a reality with help from **Blue Cross and Blue Shield of Texas (@BCBSTX)**, **Avenue CDC** and organizers from national non-profit **KaBOOM! (@kaboom)**. Elements from their drawings will be incorporated into the design of the playground that will be built on **Saturday, November 19**, at **St. Albans Episcopal Church**. Design Day is also the first meeting for the playground committee that will determine how best to create and catalyze the new playspace so more Houston kids can have the childhood they deserve, filled with balanced and active play, so they can thrive. The park is a collaborative effort of many partners including a grant from Avenue CDC and Go Neighborhoods to help make it possible.

WHEN: Wednesday, September 7
4:30 p.m. to 5:30 p.m. Children designing their dream playground
5:30 p.m. to 7:30 p.m. Volunteers participating in planning meeting

WHERE: St. Alban's Episcopal Church
420 Woodard St.
Houston, TX 77009

WHY: A playground is more than a playground. It's a brain-expander, friend-maker, and muscle-builder. Play is central to a child's ability to grow into a productive adult. It can transform children from sedentary, bored and solitary to physically, mentally and socially active. KaBOOM! works to bring balanced and active play into the daily lives of all kids, particularly those growing up in poverty in America. We do this by creating great places to play, inspiring communities to promote and support play and driving the national discussion about the importance of play in fostering healthy and productive lives (#playmatters).

The new playground will bring more than **9,000** kids in **Houston** one step closer to having the play-filled childhood they deserve.

Currently, there is no playground at St. Albans Episcopal Church. This new playground will provide the kids of the surrounding community with a safe, accessible place to play.

The playground is the **29th** built by **Blue Cross and Blue Shield of Texas** and KaBOOM!. Through this partnership, more children will have the joyful childhood they deserve. **Blue Cross and Blue Shield of Texas** supports KaBOOM! in promoting and protecting a child's right to active play at home, at school and in the community.

A grant from Avenue CDC and Go Neighborhoods helped make the playground possible.

VISUALS: Children drawing their dream playgrounds
Before shots of the site

Avenue Community Development Corporation

Avenue CDC's mission is to build affordable homes and strengthen communities. The organization enhances the quality of life of working families and works to promote Houston's future as a world-class city of healthy, vibrant and economically diverse neighborhoods. Avenue CDC develops homes for purchase and rental as well as provides homebuyer education and counseling to help working families buy and maintain their own homes. They promote economic development and offer supportive services such as computer labs, after-school programs, and nutrition, fitness, and financial literacy classes that enrich the lives of the individuals and families they serve. Avenue CDC is a member of the nationwide NeighborWorks® Network of more than 245 community development organizations working in nearly 4,358 urban, suburban and rural communities across America. Connect with Avenue CDC on Facebook: <http://bit.ly/FBAvenueCDC> and Twitter: <https://twitter.com/AvenueCDC>.

Blue Cross and Blue Shield of Texas

Blue Cross and Blue Shield of Texas (BCBSTX) – the only statewide, customer-owned health insurer in Texas – is the largest provider of health benefits in the state, working with nearly 80,000 physicians and health practitioners and 500 hospitals to serve 5 million members in all 254 counties. BCBSTX is a Division of Health Care Service Corporation (which operates Blue Cross and Blue Shield plans in Texas, Illinois, Montana, Oklahoma and New Mexico), the country's largest customer-owned health insurer and fourth largest health insurer overall. Health Care Service Corporation is a Mutual Legal Reserve Company and an Independent Licensee of the Blue Cross and Blue Shield Association.

BCBSTX.com | [Twitter.com/BCBSTX](https://twitter.com/BCBSTX) | [Facebook.com/BlueCrossBlueShieldOfTexas](https://facebook.com/BlueCrossBlueShieldOfTexas) | YouTube.com/BCBSTX

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 or join the conversation at twitter.com/kaboom or facebook.com/kaboom.

St Alban's Episcopal Church

St. Alban's – a place where no one is a stranger. We promote God's justice by seeking to break down cultural parries between people within our church and in our community. www.stalbanshouston.net

Lindale Park Civic Club

The purpose of our organization is to maintain the residential character of the neighborhood and to promote the civic and social welfare of the community. www.lindalepark.org

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