



BOYS & GIRLS CLUBS
OF METRO PHOENIX



FOR IMMEDIATE RELEASE

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TARGET AND NATIONAL NON-PROFIT KaBOOM! AWARD BOYS & GIRLS CLUBS OF METRO PHOENIX GRANT FOR IMAGINATION PLAYGROUND IN A CART™ PLAY SYSTEM

PHOENIX, February 13, 2017 – The Harry & Sandy Rosenzweig Branch of the Boys & Girls Clubs of Metro Phoenix (BGCMP) has been awarded an Imagination Playground in a Cart™, an innovative playground equipment system, thanks to a grant provided by Target and national non-profit KaBOOM!.

KaBOOM!, the national non-profit dedicated to giving all kids the childhood they deserve through play, is working with Target to increase access to play across the country. Grants for Imagination Playgrounds are helping to achieve that goal by bringing active play to more than 430,000 kids across the country.

Imagination Playground in a Cart™ is an innovative design in play equipment that encourages creativity, communication and collaboration in play. With a collection of custom-designed, oversized blue foam parts, Imagination Playground™ provides a changing array of elements that allow children to turn their playground into a space constantly built and re-built by their imagination.

“We are excited to be the recipient of this grant,” said Vanesa Velez, unit director for the Rosenzweig Branch. “It provides quality play activities for children at the Club in a variety of ways and encourages them to be active, imaginative, thoughtful and solve problems with a team.”

Opened in 1958, the Rosenzweig Branch serves more than 2,200 kids and teens each year. Club programs are designed to positively motivate youth in specific areas, including making healthy choices. The Imagination Playground™ is a welcomed asset to Club members as it incorporates physical activity with active learning into the Club experience.

Unstructured, child-directed play has proven to help kids develop physically, emotionally, socially and intellectually, yet today’s kids have less time and fewer opportunities to play than any previous generation. The grant is part of Target’s ongoing efforts to help make wellness more affordable, accessible and inspirational for its team members, guests and communities.

About Boys & Girls Clubs of Metro Phoenix

The Boys & Girls Clubs of Metro Phoenix provides afterschool and summer programs in some of the Valley’s most deserving neighborhoods. Our programs focus on four key areas: Academic Success, Be Great-Do Good, Healthy Choices, and Fun with a Purpose, providing youth with the tools they need to enjoy childhood and become successful adults. Last year, more than 27,000 youth and teens benefited from programs through our 13 clubhouses, community outreach services and Dental Clinic. For more information about the Boys & Girls Clubs of Metro Phoenix, like us on Facebook at <https://www.facebook.com/BGCMP>, follow us on Twitter, Instagram LinkedIn and YouTube [@BGCMP](https://www.youtube.com/BGCMP) or visit www.bgcmp.org.

About Target

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at 1,792 stores and at Target.com. Since 1946, Target has given 5 percent of its profit to communities, which today equals more than \$4 million a week. For more information, visit Target.com/Pressroom. For a behind-the-scenes look at Target, visit Target.com/abullseyeview or follow @TargetNews on Twitter.

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 more than 16,700 playgrounds, engaged more than one million volunteers, and served 8.5 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.

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