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Family Friendly Oakland Named Winner in KaBOOM! \$1 Million Play Everywhere Challenge
Competition will fund play spaces in unexpected places in Oakland and cities across America.

Oakland. – Throwing away trash is about to get a lot more fun. This week, Family Friendly Oakland, in partnership with Keep Oakland Beautiful and community partners, was selected as a winner in the Play Everywhere Challenge, a \$1 million national competition that awards innovative ideas to make play easy, available, and fun for kids and families in cities across the U.S. The Challenge is hosted by KaBOOM!, a national non-profit dedicated to bringing balanced and active play into the daily lives of all kids, particularly those growing up in poverty in America.

Family Friendly Oakland will be receiving award funding to build a more playful city – one trash can at a time. Their Play Oakland Mosaic Trash Can Makeover Project was selected as one of 50 winning projects out of a pool of more than 1,000 applications nationwide. Over the next 3 months, 10 mundane trash cans at bus stops and busy intersections will be adopted through the City's Adopt-A-Spot program, and community artists Juan Lopez of New World Mosaics, Roberto Costa and Lena Toney will tackle boredom and blight by transforming them into playful and engaging mosaics in North Oakland, West Oakland and Chinatown. The artists will work with community leaders and volunteers to design and install the mosaics. By adding color, art and whimsy, the mosaics will encourage conversation and inquiry for kids and adults.

The Challenge, developed in collaboration with the Robert Wood Johnson Foundation, Target, Playworld, the U.S. Department of Housing and Urban Development, and the National Endowment for the Arts, attracted an outpouring of creative ideas to spark kids' imaginations. Family Friendly Oakland's idea came from a desire to make sure every neighborhood in the City is a clean and welcoming and playful place for people of all ages and incomes.

"Oakland is an incredible place for children to grow up and seniors to grow old, but it doesn't exactly have a well-known reputation as being a family-friendly city. We wanted to propose a project that showcases the best of Oakland, but also challenges all of us to bring more playful and family-friendly elements into our planning and urban design decisions," said Tiffany Eng, an Oakland mother of two and founder of Family Friendly Oakland.

"We are thrilled to partner with Family Friendly Oakland and the community on this project and can't think of a better project that supports our mission. Adding playful elements to attract the attention of young minds is perhaps the best way to engage the next generation of stewards," said Cynthia Elliott, Finance Chair for Keep Oakland Beautiful, an affiliate of Keep America Beautiful. The mission of Keep Oakland Beautiful is to create and sustain a beautiful, clean, green, litter-free city through education, community engagement and volunteer action.

"The Play Everywhere Winners are at the vanguard of building kid-friendly cities that meet the needs of families and enable kids to thrive," said James Siegal, CEO of KaBOOM!. "By integrating play into everyday spaces in such an innovative way, the Play Oakland Mosaic Trash Can Makeovers Project is a

great model to inspire other cities across the country to follow suit.”

Playful places build better bonds—among kids, neighbors, and communities—and those relationships are the foundation for communities that thrive. Family Friendly Oakland’s Play Oakland campaign encourages families to play along the way by providing a moment of delight as they wait for a bus or wait to cross the street. “Winning this challenge is a big boost for our families, city, and our environment.” said Eng. “We hope this project will inspire a real transformation to make play and community action a way of life for *all* Oakland kids and families. We want to be known as a city that celebrates children and youth and inspires them to make our city better.”

To learn more about Family Friendly Oakland and their Play Oakland Mosaic Trash Can Project, visit FamilyOakland.org. To learn more about the Play Everywhere Challenge, and view a gallery of winning ideas from cities across the US, please visit <http://kaboom.org/playeverywhere>.

