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**\*\* MEDIA ALERT \*\***

**SAN ANTONIO COMMUNITY TO BUILD DREAM PLAYGROUND FOR ALL AGES – IN ONE DAY!**

*ELLA AUSTIN COMMUNITY CENTER, UNITED WAY OF SAN ANTONIO AND BEXAR COUNTY, HUMANA INC., KAPOOM! AND HUNDREDS OF VOLUNTEERS CREATE PLACE FOR ALL GENERATIONS TO GATHER*

**WHAT:** Ella Austin Community Center, United Way of San Antonio and Bexar County, Humana Inc., KaBOOM! (a national non-profit organization that has built more than 2,000 playgrounds) and volunteers will join forces on **Thursday, Dec. 1** to build a **one-of-a-kind, multi-generational playground** in San Antonio at the **Ella Austin Community Center**.

The customized playground, funded primarily by Humana (a leading health care company), was created with personal drawings and input from local community members – from children to seniors – and will be built in **six hours!**

Humana is proud to help create a lasting neighborhood legacy that promotes healthy play and well-being. The unique space will have senior-focused and adult elements, such as fitness stations and walking paths, to promote good posture, balance and flexibility – as well as more traditional, kid-friendly equipment to build a truly multi-generational space. The project will also create a family reunion gathering area to inspire family picnics and get-togethers at the park for years to come.

**WHY/HOW:** Ella Austin and United Way are working together to revitalize the East side of San Antonio, long in need of a facelift and common space for families and community members to come together. A new playground and multi-generational exercise stations will effectively address both of these needs, providing the youth with an age-appropriate area to play, as well as opportunities for the seniors to interact further with each other and the community. Humana is proud to help create a lasting neighborhood legacy that promotes healthy play and well-being.

Humana is excited to partner with KaBOOM! to build a new space for local residents of all ages/abilities; encourage physical activity and overall health and well-being; and provide a diverse community gathering area. Hundreds of volunteers and community members will roll up their sleeves to build the new, **2,754-sq.-ft., playground** from **start-to-finish in one day** in a fun, old-fashioned barn raising – with a playful twist!

**WHEN/** **Thursday, Dec. 1**

**WHERE:** **Ella Austin Community Center**

1023 N. Pine St.  
San Antonio, TX 78202

- 8:30 to 9 a.m. Kick off ceremony and volunteer deployment
- **11 a.m. to 1 p.m. Best viewing of playground construction**
- 1 to 2:30 p.m. Final construction phase and adjustments
- 2:30 to 3 p.m. Ribbon-cutting ceremony to dedicate new play area

*(Note: all times approximate)*

**VISUALS:**

- Community members creatively making drawings for their dream playground elements
- Organizers participating in playground planning meeting to discuss specific playground wish list and needs

**MORE INFO:** In addition to San Antonio, Humana and KaBOOM! will build multi-generational playgrounds in *New Orleans, Seattle, Albuquerque, N.M., Tucson, Ariz., Nashville, Tenn., Orlando, Fla.,* and *Greensboro, N.C.,* from October – December 2011.

And, families all across America will have the opportunity to create a lasting legacy in their own community by entering the “Build a Family Legacy” sweepstakes on [www.Humana.com/family](http://www.Humana.com/family) from Sept. 15 - Nov. 30, 2011. The Grand Prize winner will receive a custom-designed playground for their neighborhood – built by them and donated in their name by Humana.

**The Ella Austin Community Center**

Ella Austin Community Center (Ella Austin) is a United Way-funded agency with a deep history on the East side of San Antonio. Originally built in 1921 as the Ralph Waldo Emerson Middle School, the facility has been the site for Ella Austin for the last 30 years. The organization serves families in the San Antonio area by providing a comprehensive array of social services and activities, including a senior support services program, parenting classes, and youth development programs. More than 145 seniors from the surrounding communities come to Ella Austin each week for activities that stress physical, emotional and social health. Ella Austin and United Way have partnered up to build a safe multigenerational space for families on the East side of San Antonio, an important step to help revitalize the neighborhood and bring together the community.

**Humana**

Humana Inc., headquartered in Louisville, Ky., is a leading health care company that offers a wide range of insurance products and health and wellness services that incorporate an integrated approach to lifelong well-being. By leveraging the strengths of its core businesses, Humana believes it can better explore opportunities for existing and emerging adjacencies in health care that can further enhance wellness opportunities for the millions of people across the nation with whom the company has relationships. For more information, visit [www.humana.com](http://www.humana.com).

**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).

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