
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

September 7, 2016

Ald. Michael Murphy
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Potawatomi Hotel & Casino's Heart of Canal Street supporting MKE Plays with \$100K gift

Potawatomi Hotel & Casino's signature community charitable program, *Heart of Canal Street*, today announced the City of Milwaukee's MKE Plays initiative as its Charity of Choice, and a generous donation from it will be going to renovate a near south side park playground.

Alderman Michael J. Murphy said the first \$100,000 raised through Potawatomi Casino's *Canal Street* bingo game, running from August 11 through December 16, will be donated to MKE Plays. The funds will be used to renovate the playground at **Witkowiak Park**, located at 1648 S. 4th St.

For the announcement, Alderman Murphy was joined by **Alderman José G. Pérez** and Potawatomi representatives.

"The generosity of the Potawatomi is truly humbling, and it will have a tremendously positive impact on the children and families in the neighborhood who like to use the playground," Alderman Murphy said. "I speak for the City of Milwaukee in extending my heartfelt thanks to the Potawatomi and the *Heart of Canal Street* for this very generous gift to the community."

Alderman Pérez said he is also humbled by the generous gift that will benefit families and children in his district and across the near south side. "As we know, city government has its limitations, and so when a program like this (MKE Plays) comes along, it makes things happen that otherwise wouldn't," he said. "On behalf of the kids of my district, I offer my sincere thanks to the Potawatomi who are making this important renovation at Witkowiak Park possible."

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Heart of Canal Street announcement/ADD ONE

MKE Plays is a city-led initiative aimed at renovating 12 of Milwaukee's most dilapidated playgrounds in an effort to encourage children to play and exercise and to combat childhood obesity. MKE Plays was selected by *Heart of Canal Street* based on its focus on developing safe spaces for children and families in some of the city's most compromised neighborhoods.

The playground at Witkowiak Park is in dire need of attention, as it was last renovated in 1998. It will be completed in 2017 as one of 14 parks to be improved as part of the MKE Plays program. This expansion from an initial scope of 12 parks is due to overwhelmingly successful fundraising efforts.

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