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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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June 23, 2016

Ald. Michael Murphy  
(414) 286-3763

## **MKE Plays receives generous gift from the Woman's Club of Wisconsin Foundation for work at Enderis playground**

*Special ceremony set for this evening at popular west side play space and park*

The **MKE Plays** program has received a generous \$100,000 gift from the **Woman's Club of Wisconsin Foundation** that will be used to create major improvements to the Enderis Park playground, **Alderman Michael J. Murphy** announced today.

The \$100,000 gift will be leveraged as part of a collaborative effort with the **Milwaukee Public Schools Department of Recreation and Community Services** (MPS Recreation), which has committed \$85,000 toward the Enderis improvements, and the **Enderis Park Neighborhood Association**, which is planning to raise \$8,000 for the project, Alderman Murphy said.

The Woman's Club of Wisconsin is the longest functioning woman's club in the United States whose mission is to cultivate educational, cultural, philanthropic, and social exchange to inspire engagement in the community. In celebration of its 140th anniversary the Foundation has stepped forward with MPS "for this very special playground project," Alderman Murphy said.

"The park is named for Dorothy Enderis, a true pioneer in recreation who made Milwaukee's recreation and adult education programs national models for excellence," he said. "It is truly one of the exciting features of MKE Plays – the new partnerships and collaboration that are being formed to help leverage public dollars to make great improvements to public playgrounds."

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## **Playground Gift/ADD ONE**

The Woman's Club of Wisconsin Foundation's generous donation will be the topic of a **news event** hosted by Alderman Murphy at **6:30 p.m. TODAY (Thursday, June 23)** at Enderis Park – located between W. Chambers and W. Locust, and N. 72<sup>nd</sup> and N. 70<sup>th</sup> Streets. Joining Alderman Murphy will be **Betsy Prinz**, president of The Woman's Club of Wisconsin, MPS Recreation Director **Lynn Greb**, and **Scott McGroarty**, president of the Enderis Park Neighborhood Association.

Betsy Prinz said The Woman's Club, founded in 1876, has a long history of service to the community. "One of our first projects, in 1899, was to establish a Summer Vacation School for Milwaukee children, which proved to be immensely popular. After operating the school for six years, the program became part of the Milwaukee Public School System and is considered the fore-runner of today's Municipal Recreation Department," Ms. Prinz said.

"Alderman Murphy's suggestion that we support improvements at Enderis Park, named for Dorothy Enderis, a forward thinking woman dedicated to the Milwaukee Recreation program, couldn't have been more perfect. Our members are excited to continue our history of service to the community in such a fitting way," Ms. Prinz said.

"Rebuilding the play structure at Enderis is a project we identified in our 10-year master plan and we are thrilled to see it move forward thanks to The Woman's Club of Wisconsin Foundation, the Enderis Park Neighborhood Association, our partners at the city and the MPS Recreation team," MPS Recreation Director Lynn Greb said. "This will be a unique play space that will allow youth to develop their creativity and stay active."

Mr. McGroarty said Enderis Park Neighborhood Association members were "pleasantly stunned" when they learned from Alderman Murphy that a private donor had offered such a generous gift toward the planned playground improvements.

"The concept of creating an exciting state-of-the-art playground is the most ambitious project our neighborhood association has ever proposed, and initially, we thought it could take several years of fundraising to fully complete this diverse, multi-functional playground," Mr. McGroarty said.

"The incredible partnership of MPS and the City of Milwaukee/MKE Plays was a primary factor in moving us forward. This wonderful donation from The Woman's Club of Wisconsin Foundation allows us to complete the entire project in year one. Unbelievable! No words can possibly express our gratitude and appreciation to this organization for such a fantastic gift," he said.

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## **Playground Gift/ADD TWO**

Alderman Murphy, who helped launch MKE Plays last year, said the program is helping to transform 12 of the city's most deteriorated playgrounds into models of local collaboration and renovation.

The MKE Plays program was approved by the Common Council in March 2015 and incorporates both public and private funding sources to accelerate the pace of reconstruction and allow for more innovative designs. The cost for the twelve parks targeted by MKE Plays for reconstruction through 2017 is estimated at \$1,585,408. This number represents a 25% increase over traditional reconstruction estimates to allow for creative, high-quality construction. With commitments from several local philanthropic organizations, MKE Plays has secured \$1,742,500 in funding (private/public) – with another \$125,000 yet to be announced – as well as an additional \$90,000 for program expenses over the next three years, exceeding a minimum funding goal by more than \$155,000.

For MKE Plays updates, please visit <http://www.city.milwaukee.gov/mkeplays>.

