



FOR IMMEDIATE RELEASE

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The CarMax Foundation: Lindsey Duke | 804-317-8852 | lindsey_duke@carmax.com

Volunteers Build New Kid-Designed Playground at Butterfly Park

Kids in Metcalfe Park will have a new playground as part of national effort by nonprofit KABOOM!

Volunteers from Metcalfe Park Community Bridges, the City of Milwaukee, and CarMax are building a new, kid-designed playground on October 5-7, 2021, at Butterfly Park. Construction will start on October 5 and completed on October 7.

WHEN: Thursday, October 7, 2021 (times approximate)

9:00 a.m. – 12:00 p.m.	Volunteers construct playground
12:00 p.m. – 1:00 p.m.	Site reset for afternoon volunteers
1:00 p.m. – 4:00 p.m.	Volunteers complete playground construction
4:00 p.m. – 4:15 p.m.	Ribbon-cutting ceremony

WHERE: Butterfly Park

3717 W Meinecke Ave, Milwaukee, WI 53210

WHO:

Katrina Hill – Community Build Manager, KABOOM!
Danell Cross – Executive Director, Metcalfe Park Community Bridges
Russell Stamper II – Alderman, City of Milwaukee Aldermanic District 15
Phil Brown – Regional Vice President and General Manager, CarMax

This project will provide a state-of-the-art new playground for hundreds of kids in the neighborhood. Play is essential to the physical, social, and emotional health of every child. However, far too many kids and communities lack access to parks and playspaces due to historic disinvestment, which disproportionately affects communities of color. The COVID-19 pandemic further exacerbated these inequities.

In July, kids from the neighborhood shared drawings of their dream playspaces with project organizers. Their ideas were integrated into the new playground design. Community members have been deeply involved throughout the process, all the way from design to installation.

Metcalf Park Community Bridges has been working to amplify community voices and celebrate the neighborhood’s diversity and culture since 2012. This project kicks off larger park revitalization in partnership with MKE Parks, part of the City of Milwaukee Department of Public Works.

The CarMax Foundation has provided the majority of the funding for the playground through its national partnership with KABOOM!, supporting The Foundation’s commitment to furthering the cause of children’s healthy living. Since 2011, The CarMax Foundation has invested \$13 Million to create 170 playspaces across the country, reaching over 350,000 kids. Through its partnership with The CarMax Foundation, KABOOM! is committed to ending playspace inequity for kids, for communities, for good.

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Metcalf Park Community Bridges: metcalfeParkbridges.org
The City of Milwaukee: city.milwaukee.gov/dpw
CarMax: www.carmax.com
KABOOM!: kaboom.org