



FOR IMMEDIATE RELEASE

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A New Kid-Designed Playground at Butterfly Park Brings Joy to Milwaukee Families *Metcalf Park Community Bridges and the City of Milwaukee partnered with The CarMax Foundation and KABOOM! to address playspace inequity*

(Milwaukee, WI – October 7, 2021) – Today, kids at Butterfly Park in Milwaukee are celebrating their new place to play. For months, Metcalfe Park Community Bridges, the City of Milwaukee, The CarMax Foundation, and KABOOM! have been working together to increase access to playspaces for local kids with the creation of a new, kid-designed playground that was installed this week. The playground will give kids a quality, safe place to play that is close to where they live and learn.

Metcalf Park Community Bridges is grateful for this new collaboration between the City of Milwaukee, KABOOM!, The CarMax Foundation, and their organization. “This new redesigned park brings positive and healthy play spaces for Metcalfe Park children as part of our community efforts to improve safety, health and wellness, and end playspace inequities for Metcalfe Park children and their families at Butterfly Park” said Melody McCurtis, Deputy Director of Priorities with Metcalfe Park Community Bridges.

In July, kids from the community participated in a Design Day where they presented their creative ideas of their dream playground. The new playground, designed with inspiration from their drawings, will provide hundreds of kids and their families in Milwaukee with an incredible playspace that will help spark joy and foster a sense of belonging within their community.

Commissioner Jeff Polenske, City of Milwaukee Department of Public Works, believes “the imagination, hard work and collaboration with Metcalfe Park Community Bridges has been truly inspiring. The City of Milwaukee Department of Public Works and MKE Parks are proud to be part of the team that has transformed Butterfly Park into a space for exploration, community and play!”

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, including 2 playspaces in Milwaukee. Through its partnership with The CarMax Foundation, KABOOM! is committed to ending playspace inequity for kids in communities where their associates live and work.

“Putting people first and helping our communities thrive are values that CarMax associates are incredibly passionate about,” said Jason Ancarrow, CarMax AVP and The CarMax Foundation board member. “We look forward to seeing the children and families in our community enjoy the new playground for years to come.”

KABOOM! knows that play is essential to the physical, social, and emotional health of every kid. 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 has further exacerbated these inequities. Through the creation of this new playspace, designed with the neighborhood’s unique needs and aspirations in minds, Metcalfe Park Community Bridges, The CarMax Foundation, KABOOM!, and our partners are working to give every kid the opportunity to experience the joys of childhood.

“We know disasters and crises often exacerbate the inequities that communities are already experiencing, and in many communities, kids won’t have a playground to go back to once the COVID-19 crisis is over,” says Lysa Ratliff, CEO of KABOOM!. “We must stop the playspace inequities from becoming even deeper after we get through this pandemic, giving every kid the chance to play and just enjoy being a kid.”

To ensure that playgrounds are able to open safely in every community, KABOOM! has issued important playground guidance that all communities, playground owner/operators and caregivers can follow. The guidance can be viewed or downloaded at kaboom.org/reopen.

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About Metcalfe Park Community Bridges

Metcalfe Park Community Bridges is a community organization founded and led by residents of the Metcalfe Park neighborhood on Milwaukee's north side where community members & partners work together to invest in the communities priority areas so that Metcalfe Park and families can thrive. Mindful of the effects of social isolation as a result of COVID-19, safe and healthy public spaces are vital to strengthening Metcalfe Park's community connectedness and vibrancy. Safety is a major priority area as they work with community to redevelop Butterfly Park where children and residents of all ages can gather and play. Learn more about our work at metcalfeparkbridges.org and facebook.com/MetcalfeParkCommunityBridges.

About MKE Parks, City of Milwaukee Department of Public Works

MKE Parks, a City of Milwaukee Department of Public Works neighborhood park system, provides outdoor play opportunities in over 60 locations across the City of Milwaukee. MKE Parks are funded through the City of Milwaukee and private donations. In collaboration with neighborhood partners, we empower residents to re-create public spaces that reflect local needs, interests, and identity. In doing so, previously underutilized parks are transformed into enriching play environments which provide positive physical, social and economic impact to the areas they serve. All kids deserve quality play opportunities and we work to ensure that is the case in Milwaukee. Visit Milwaukee.gov/dpw for more information and follow us at facebook.com/milwaukeedpw and twitter.com/milwaukeedpw.

About The CarMax Foundation

The CarMax Foundation promotes the causes associates care about to impact the communities where they live and work. Together with CarMax, Inc., the Foundation has donated more than \$75 million since 2003. Funding programs are made available through a portion of CarMax, Inc.'s pre-tax profits. CarMax, the nation's largest retailer of used autos, revolutionized the automotive retail industry by driving integrity, honesty and transparency in every interaction. The company offers a truly personalized experience with the option for customers to do as much, or as little, online and in-store as they want. CarMax also provides a variety of vehicle delivery methods, including [home delivery](#), [contactless curbside pickup](#) and appointments in its stores. During the fiscal year ending February 28, 2021, CarMax sold more than 750,000 used vehicles and more than 425,000 wholesale vehicles at its in-store and virtual auctions. In addition, CarMax Auto Finance originated more than \$6 billion in receivables during fiscal year 2021, adding to its near \$14 billion portfolio. CarMax has more than 220 stores, 27,000 associates, and is proud to have been recognized for 17 consecutive years as one of the Fortune 100 Best Companies to Work For®. For more information, visit www.carmax.com.

About KABOOM!

KABOOM! is the national non-profit that works to achieve playspace equity. Kids who don't have access to play miss out on childhood and are denied critical opportunities to build physical, social and emotional health. And all too often, it more deeply affects communities of color. So we amplify the power of communities to build inspiring playspaces that spark unlimited opportunities for every kid, everywhere. KABOOM! has teamed up with partners to build or improve 17,000+ playspaces, engage more than 1.5 million community members and bring joy to more than 11 million kids.

To learn about our goal to end playspace inequity for good, visit kaboom.org and join the conversation at twitter.com/kaboom, facebook.com/kaboom and instagram.com/kaboom.