

FOR IMMEDIATE RELEASE

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Parks nonprofit teams with up eco-educational company to celebrate Mother's Day with families

Ten tons of new, clean sand to be installed at Herz Playground in Visitacion Valley

SAN FRANCISCO – Neighborhood Parks Council's Playground Initiative, a partnership with the Recreation and Park Department (RPD), engages volunteers each year to revitalize San Francisco's neediest playgrounds. To kick-off this year's clean-up days, NPC will celebrate Play Day on Friday May 6th in conjunction with Mother's Day weekend.

With a donation from the Growing up for Good Fund, the Playground Initiative will be teaming up with Let's Go Chipper, an eco-educational company to host Play Day 2011. The event will honor parents and celebrate the importance of play on May 6th from 10:00 am to 2:00 pm at Herz Playground in Visitacion Valley. Clean-up efforts will begin at 10:00 am. Volunteers from mother's groups and the neighborhood will clean the play area, add nearly 10 tons of new sand to the playground, and plant flowers nearby. The second half of Play Day, starting at 12:00 pm, is a social for local families with a picnic lunch and story hour with Let's Go Chipper's eco-educational storybooks.

"Celebrating Mother's Day with Let's Go Chipper at Play Day is a wonderful way to encourage children to play outdoors while also raising awareness for our Playground Initiative and highlighting the role volunteers can have in improving local playgrounds," said Meredith Thomas, Executive Director at Neighborhood Parks Council.

RPD General Manager Phil Ginsburg added, "We are so proud to work with NPC on Play Day. This work shines a spotlight on our playgrounds and highlights the importance of play in our city."

"Play Day reinforces Let's Go Chipper's mission of teaching parents and children the value of play, nature and enjoying the outdoors," said Stephanie Rach, Founder of Let's Go Chipper. "Our Mother's Day celebration will give children a wonderful opportunity to learn, play and grow."

All are welcome. Play Day is from 10:00 am to 2:00 pm at Herz Playground (1700 Visitacion Ave.) in San Francisco. Local playground advocates and Supervisor Malia Cohen will join community volunteers and local children to celebrate Mother's Day and the importance of outdoor play. To volunteer, please visit sfnpc.org/playday_2011.

About Neighborhood Parks Council's Playground Initiative

Through advocacy and community volunteerism, the Playground Initiative works to upgrade or replace needy playgrounds. Since 2006, NPC has worked with community members and RPD staff to develop the Playground Report Card. A biennial report, the Report Card helps determine which playgrounds are in the worst condition and in need of the most attention. For more information on the Playground Initiative and how to get involved, please visit sfnpc.org/playgrounds.

About Let's Go Chipper

Let's Go Chipper!TM is committed to supporting programs that help educate children and families about nature and the environment. From local urban settings and conservancy centers to state and national parks the Let's Go Chipper!TM series gives back to organizations that foster environmental stewardship and provide a place for kids to play. For more information, visit: letsgochipper.com.