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Village of Allouez Recognized as 2016 Playful City USA Community
257 communities exhibiting Playability to be recognized as part of 2016 Playful City USA Program

Village of Allouez (May 18, 2016) – The Village of Allouez is being honored with a 2016 Playful City USA designation for the first time. Celebrating its 10th anniversary, the national recognition program honors cities and towns across the country for making their cities more playful.



Communities across the country are creating innovative ways to bring back play and attract residents through family friendly activities. Interactive sidewalk art, designated play spaces on trails and the transformation of schoolyards into active play areas are just a few examples of how cities are becoming more playful.

“Being designated as a Playful City is one example of why Allouez is known as a great community to raise family. We look forward to continuing our focus to provide excellent programs and services that help our residents enjoy a healthy and playful environment.” - Jim Rafter, Village of Allouez President.

“We are thrilled to recognize these communities that have invested their time and efforts to put kids first,” said KaBOOM! CEO James Siegal. “*Balanced and active play* is crucial to the well-being of kids and the communities that they thrive in. By integrating play into cities, the leaders of Playful Cities USA are working to attract and retain the thousands of families that want homes in close proximity to safe places to play.”

To learn more about these cities, see the full list of the 257 communities named 2016 Playful City USA honorees, or to gather more information on the Playful City USA program, visit www.playfulcityusa.org. We also encourage you to take part in the conversation on [#playability](https://twitter.com/playability) with these thought leaders on [Twitter](https://twitter.com/playability) and [Facebook](https://facebook.com/playability).

About KaBOOM!

KaBOOM! is the national non-profit dedicated to giving all kids – particularly those growing up in poverty in America – the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open or improve nearly 16,300 playgrounds, engaged more than one million volunteers and served 8.1 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.