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## Growing a movement for playability in cities

*Nonprofit names The Colony among 212 Playful City USA communities*

THE COLONY, Texas — KaBOOM!, in partnership with the Humana Foundation, has announced today 212 cities and towns across the United States as 2014 Playful City USA honorees, including The Colony. These communities are leaders in playability – the extent to which a city makes it easy for children to get balanced and active play – and are making play part of the solution that can move the needle on countless urban challenges.

The KaBOOM! Playful City USA program, sponsored by the Humana Foundation, honors cities, towns and communities across America that are taking bold steps to ensure that all children, especially the 16 million American kids living in poverty, have easy access to balanced and active play in their communities.



To advance the national dialogue on playability, KaBOOM! invites interest, expertise, and voices from across the country to get involved in thinking about how play can create more family-friendly cities. Join the Twitter conversation and encourage action: Participate on Twitter (@kaboom) and provide your point of view and forward-looking insights on playability in cities using the hashtags #playability and #playmatters.

“With the tremendous support of our friends at Humana Foundation, we are thrilled to recognize all of these communities that are working to ensure all kids, particularly the 16 million that live in poverty, get the play they need to thrive,” said Darell Hammond, KaBOOM! CEO and founder.

Humana President and CEO Bruce Broussard added, “We're excited about our journey with KaBOOM! and we appreciate the shared values that Humana, the Humana Foundation, and the KaBOOM! organization can rally around. Making it easy for families to play, be healthy and thrive together is a part of Humana's dream, and it's a commitment that all of us at Humana enjoy sharing with KaBOOM!.”

The Playful City USA honorees range in size from eight-time honorees such as San Francisco and Shirley, Mass., to first-time recipients Washington, D.C. and Plantersville, Miss. (population: 1,174).

These Playful City USA communities are making a commitment to transform their communities to become more playable by developing unique local action plans to increase the quantity and quality of play in their community.

This is the fourth-straight year The Colony has earned the Playful designation. To see the full list of the 212 communities named 2014 Playful City USA honorees, or for more information on the Playful City USA program, visit [www.playfulcityusa.org](http://www.playfulcityusa.org).

KaBOOM! is the national non-profit dedicated to the bold new goal of ensuring that all children, particularly the 16 million American children living in poverty, get the balance of active play they need to become healthy and successful adults. KaBOOM! has been a powerful champion for play since its founding in 1996, working with partners to build, improve and open more than 15,000 playgrounds, engage more than 1,000,000 volunteers and serve more than 6,600,000 children. KaBOOM! creates and catalyzes great places to play, inspires, empowers and leads play advocates, and educates and elevates the societal conversation about the importance of play in children's lives. For more information, visit [kaboom.org/act](http://kaboom.org/act) or follow the conversation on why #playmatters at [twitter.com/kaboom](https://twitter.com/kaboom) or [facebook.com/kaboom](https://facebook.com/kaboom).

The Humana Foundation was established in 1981 as the philanthropic arm of Humana Inc., one of the nation's leading health care companies. Located in Louisville, Kent., the site of Humana's corporate headquarters, the Foundation promotes healthy behaviors and healthy relationships. The Foundation's key funding priorities are childhood health, intergenerational health, and active lifestyles. For more information, visit [www.humanafoundation.org](http://www.humanafoundation.org).

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