



FOR IMMEDIATE RELEASE

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VOLUNTEERS TO BUILD NEW STATE-OF-THE-ART MULTI-SPORT COURT

High Point, N.C. (Dec. 10, 2019) - Volunteers will transform two older, refurbished basketball courts at Southside Recreation Center (401 Taylor Avenue, High Point) into new KaBOOM! Multi-Sport Courts for the children of our community on Wednesday, Dec. 11, beginning at approximately 8 a.m.

A brief kickoff will be held at 8:30 a.m. with remarks by organizers, and the ribbon will be cut at 2:30 p.m. Approximately 100 volunteers from across the community will be working to construct the Multi-Sport Court, rain or shine.

United Way of Greater High Point, High Point LEAP and the City of High Point Parks & Recreation Department partnered together to submit a grant proposal to KaBOOM! In October, they were announced as the winners of the grant funded by the Newell Brands Charitable Foundation. Employees from the local Newell Brands office will also be volunteering their time to help on Build Day.

Local children chose what sports they would like the court to include during a Design Day in October. The High Point Parks & Recreation Department will manage and maintain the Multi-Sport Courts after the initial construction.

“We know that play matters for children to grow, thrive and develop,” said Claire Robinson, Founder & President, High Point LEAP. LEAP is a comprehensive literacy afterschool program for youth located at Southside Recreation Center and other locations within High Point. “We are thankful to the Newell Brands Charitable Foundation for the major funding for this project. This will be the largest Multi-Sport Courts KaBOOM! has built to date,” she said.

Studies reflect that kids today have fewer opportunities for play. Only one in four adolescents get the recommended 60 minutes of active play per day, with the number of younger kids only slightly higher. A study by Peter Gray, Ph.D. and Professor of Psychology at Boston College indicates that, between 1981 and 1997, time spent playing by children age six to eight declined by 25 percent, and the loss of play for play's sake coincided with a dramatic increase in anxiety, depression and suicide rates among teens and young adults.

“We know that play helps youth develop critical thinking, collaboration, coping and social learning skills that help prepare them for adulthood and the workforce,” said Robinson. “When kids have the opportunity for balanced, active play, our families and communities win overall.”

Other participating agencies on the project team include the Boys and Girls Clubs of Greater High Point which will lead play activities for youth on Build Day. The Play Committee is chaired by Kenny Mack, Vice President of Operations and Travis Moore, Southside Director for the Boys and Girls Clubs.



WellCare of North Carolina and the Ilderton Dodge Chrysler Jeep Ram Dealership are vision sponsors for the project. Other companies are invited to sponsor or donate to this project for children in Southside High Point, as the availability of play spaces is far more restricted in low-income neighborhoods.

“We are asking companies to support this project for children in our community who will become our future workforce and come out to volunteer.” said Tim Ilderton, President and CEO of Ilderton.

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About KaBOOM!

KaBOOM! is a national non-profit dedicated to bringing balanced and active play into the daily lives of all kids, particularly those growing up in poverty in America. To learn why play matters for all kids, visit kaboom.org and join the conversation at twitter.com/kaboom, facebook.com/kaboom and instagram.com/kaboom. #playmatters #PLAYceforKids

About the Newell Brands Charitable Foundation

The Newell Brands Charitable Foundation is committed to making life better for people where they live, learn, work and play. The Foundation supports eligible 501(c)(3) organizations that reflect Newell Brands’ values and align with the causes that are important to and inspire the Newell Brands employees. These include: Child Safety and Development, Education, Hunger, Outdoor Play and the Environment, Disaster Relief, Recovery and Rebuilding, Diversity and Inclusion.

To volunteer online: <https://nvite.com/kaboom/fc55f>.

To donate online: Sponsorship and donations in support of this project can be made online at <https://www.unitedwayhp.org/kaboom>

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