



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

OFFICE OF COMMUNICATIONS, Melissa Berthier
Tel: 305.673.7575, E-mail: melissaberthier@miamibeachfl.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE
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City of Miami Beach Recognized as 2016 Playful City USA Community – One of the 257 Communities Exhibiting Playability Nationwide –

Miami Beach, FL: The City of Miami Beach is being honored with a 2016 Playful City USA designation for the second year in a row. Celebrating its 10th anniversary, the national recognition program honors cities and towns across the country for making their cities more playable. The City's goal is to ensure that all residents, from youngest to oldest, are exposed to a wide range of programs and facilities that cater to each group's specific needs.

"We are honored to have once again been recognized as a Playful City USA," said Miami Beach City Manager Jimmy L. Morales. "From indoor to outdoor activities, our parks and recreation department continuously offers a plethora of opportunities for all children to play and stay fit while having fun."

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.

"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).

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