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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Miami Beach Recognized as 2017 Playful City USA Community

– One of the 258 Communities Exhibiting Playability Nationwide –

Miami Beach, FL - For a third consecutive year, the City of Miami Beach has been honored with a 2017 Playful City USA designation. Playful City USA is a national recognition program that honors cities and towns around the country for their innovative efforts in making their cities more playable. Conceptualizing a community where a kid can be a kid, Miami Beach has knocked down barriers to play for the kids who need it most.

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

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. Miami Beach remains an active, affordable and accessible place for kids in the community to come together and play, transforming ordinary places, such as nearby open-space lots, into sacred places of play while maintaining state-of-the-art fitness and playground equipment

"We are thrilled to recognize Miami Beach for putting kids first," expressed KaBOOM! CEO James Siegal. "The well-being of our communities begins with the well-being of our kids, and play is critical for them to thrive. It is our collective responsibility to ensure that all kids get the childhood they deserve filled with play."

Uniting the community through play, cities from Richmond, Virginia to Richmond, California are creating a haven for kids to learn and grow. Oversized musical instruments on swing sets, sustainable play spaces to combat flooding and the transformation of schoolyards into active play areas are just a few examples of how cities are creating family-friendly activities and facilities to attract and retain residents.

To learn why #playmatters and why cities are embracing #playability, visit www.kaboom.org.

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We are committed to providing excellent public service and safety to all who live, work and play in our vibrant, tropical, historic community.