



FOR IMMEDIATE RELEASE

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DESIGNED BY KIDS, BUILT BY VOLUNTEERS:
DISCOVER®, ROUND LAKE AREA PARK DISTRICT, FRIENDS OF THE ROUND LAKE AREA PARKS FOUNDATION AND KaBOOM! SAVING PLAY BY BUILDING NEW PLAYGROUND IN JUST ONE DAY FOR CHILDREN

WHAT: More than 500 volunteers from Discover, the Round Lake Area Park District and Friends of the Round Lake Area Parks Foundation, organizers from KaBOOM! and residents of the Round Lake community will join forces on Friday, Sept. 23 to build a new playground at The Sports Center. The new playground’s design is based on drawings created by children who participated in a Design Day event in July.

WHY: Today’s kids spend less time playing outside than any previous generation in part because only 1-in-5 children live within walking distance of a park or playground. This Play Deficit is having profound consequences for kids physically as well as mentally and socially. Children desperately need a place to play every day in order to be active and healthy. KaBOOM! is a national non-profit organization dedicated to saving play. For 15 years, KaBOOM! has been fighting the Play Deficit and saving play by ensuring there is a great place to play within walking distance of every child.

The new playground will provide more than 300 children in the Round Lake community with a safe place to play every day. Currently, the children living in the neighborhood do not have a public playground within walking distance to enjoy.

The playground is the 17th built by KaBOOM! and Discover in an effort to fight the Play Deficit and save play. The project is one of more than 150 playground builds KaBOOM! will lead across the country in 2011 in an effort to provide a great place to play within walking distance of every child in America.

WHEN: Friday, September 23
8:30 a.m. to 9:00 a.m. Kick off ceremony and volunteer deployment
11:00 a.m. to 1:00 p.m. Best viewing of playground construction
1:00 p.m. to 2:30 p.m. Final construction phase and adjustments
2:30 p.m. to 3:00 p.m. Ribbon-cutting ceremony to dedicate new play area
(Note: all times approximate)

WHERE: The Sports Center
2004 Municipal Way
Round Lake, IL 60073

WHO: Hundreds of volunteers from the community

VISUALS: Before and after shots of the site
Volunteers assembling brightly colored playground equipment
Volunteers moving 81,000 square feet of safety surfacing by hand
Ribbon-cutting ceremony to dedicate the playground

Round Lake Area Park District

The Round Lake Area Park District's Mission is to promote healthy lifestyles through recreational programs, facilities and open spaces. The three primary goals of the district are:

- 1) Provide residents with a range of park and recreation programs and facilities.
- 2) Provide residents with an equitable distribution of recreational opportunities.
- 3) Provide residents with opportunities to use and appreciate unique, natural resources within the district.

Friends of the Round Lake Area Parks Foundation

The Friends of the Round Lake Area Parks Foundation is dedicated to improving the quality of life in the Round Lake Area. This is accomplished by funding, promoting, developing and implementing recreational, educational and conservation programs and facilities of the Round Lake Area Park District. The Foundation conducts programs and events to raise funds to help offset costs of many projects that may otherwise not be funded. These projects have included playground renovations, Special Olympic sport uniforms, capital building improvements to facilities and summer camp scholarships for over 300 children in our community.

Discover

Discover Financial Services (NYSE: DFS) is a direct banking and payment services company with one of the most recognized brands in U.S. financial services. Since its inception in 1986, the company has become one of the largest card issuers in the United States. The company operates the Discover card, America's cash rewards pioneer, and offers personal and student loans, online savings accounts, certificates of deposit and money market accounts through its Discover Bank subsidiary. Its payment businesses consist of Discover Network, with millions of merchant and cash access locations; PULSE, one of the nation's leading ATM/debit networks; and Diners Club International, a global payments network with acceptance in more than 185 countries and territories. For more information, visit <http://www.discoverfinancial.com>.

KaBOOM!

KaBOOM! is the national non-profit dedicated to saving play. Children today spend less time playing outdoors than any previous generation, a fact that is having disastrous consequences on their health, achievement levels, and overall well-being. To fight this Play Deficit, social entrepreneur Darell Hammond founded non-profit KaBOOM! 15 years ago in Washington, D.C. with a vision of creating a great place to play within walking distance of every child in America. Since then, KaBOOM! has mapped over 85,000 places to play, built more than 2,000 playgrounds, and successfully advocated for play policies in hundreds of cities across the country. KaBOOM! also provides communities with online tools to self-organize and take action to support play on both a local and national level. Hammond chronicles the founding of the organization and the importance of the cause of play in his *The New York Times* Best Seller [*KaBOOM!: How One Man Built a Movement to Save Play*](#). The book details how businesses and communities can work together to save play for children across the country. All author proceeds support KaBOOM!. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit www.kaboom.org.

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