



**FOR IMMEDIATE RELEASE**

**CONTACT:** St. Paul's Community Development Corporation: Richard C. Williams, 973-710-3900 ext. 433, [rcwilliams@stpaulscdcnj.org](mailto:rcwilliams@stpaulscdcnj.org)  
Paterson Public Schools: Terry Corallo, 973-321-2430, [tcorallo@paterson.k12.nj.us](mailto:tcorallo@paterson.k12.nj.us)  
Travelers: Courtney Garro, 860-277-8719, [cgarro@travelers.com](mailto:cgarro@travelers.com)  
KaBOOM!: Caroline Finnell, 202-464-6164, [cfinnell@kaboom.org](mailto:cfinnell@kaboom.org)

**200 Volunteers Improve Paterson Kids' Lives & Futures with Play**  
**Partners Join Forces to Create a New Playground at Full Service Community School #15**  
**Saturday, September 30, 2017 8:30 a.m. – 3:00 p.m.**

*Photo/Interview Opportunities Available*

**WHAT:** More than 200 volunteers from Travelers (@Travelers), St. Paul's Community Development Corporation (@stpaulscdcnj), Paterson Public Schools (@Paterson\_Public) organizers from KaBOOM! (@kaboom) and the community will join forces on Saturday, September 30, 2017 to give area kids the childhood they deserve by building a new playground at Full Service Community School #15 (FSCS#15). The design is based on children's drawings created at a special design event in July.

**WHEN: Saturday, September 30, 2017**  
8:30 a.m. to 9:00 a.m. Kick-off ceremony  
**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  
2:30 p.m. to 3:00 p.m. Ribbon-cutting ceremony  
*(Times approximate)*

**WHERE: Full Service Community School #15**  
98 Oak St.  
Paterson, NJ 07501

**WHO:** Hundreds of community volunteers

**WHY:** A playground is more than a playground. It's a brain-expander, friend-maker, and muscle-builder. Play is central to a child's ability to grow into a productive adult. It can transform children from sedentary, bored and solitary to physically, mentally and socially active. Since 1996, KaBOOM! has been dedicated to the bold goal of giving all kids – particularly those growing up in poverty in America – the childhood they deserve, filled with balanced and active play, so they can thrive. With its partners, KaBOOM! has built, improved and opened nearly 16,700 playgrounds, engaged more than one million volunteers, and served 8.5 million kids (**#playmatters**).

The new playground will bring more than 800 kids in Paterson one step closer to having the play-filled childhood they deserve. In building this playspace together, we are making it easier for all kids to get balanced and active play and making Paterson more playable.

St. Paul's Community Development Corporation (SPCDC) has dedicated the last 3 years toward bringing such a play space to the children of School 15, a school that has been labeled as a Full Service Community School by the local school district for which SPCDC serves as the Lead Community Agency in charge of bringing social and community services to bear at the school for the attending children and their families. Even though Paterson has a number of parks throughout the city, these parks are plagued with illicit activity and are not seen as safe play spaces for children. SPCDC believes, and studies have shown, that children thrive when playtime is a dedicated part of their day. Paterson children deserve fun and safe spaces to play.

The playground is the fifth built by Travelers and KaBOOM!. Through this partnership, more children will have the joyful childhood they deserve. Travelers supports KaBOOM! in promoting and protecting a child's right to active play at home, at school and in the community.

**VISUALS:** Before and after shots  
Volunteers assembling, carrying, and installing brightly colored playground equipment  
Volunteers moving more than 1,200 square feet of safety surfacing by hand  
Ribbon-cutting ceremony to dedicate the playground

**About St. Paul's Community Development Corporation**

The mission of St. Paul's Community Development Corporation (SPCDC) is to serve as an agent of hope, partnering with others to provide need-driven services that improve the quality of life and encourage greater self-sufficiency. SPCDC programs respond to the needs of the Paterson community by providing comprehensive, supportive, social services that can break the cycle of homelessness and move an individual from shelter to transitional housing, to employment and a permanent home. These human services are staff-driven and are administered on and off-site. SPCDC serves as many as 3,500 clients annually. Case managers, teachers, healthcare providers, and social workers support participants to improve the quality of life for families and individuals through education and stability. Participants are assisted in identifying and prioritizing their needs, in strengthening their ability to constructively resolve their problems and developing a plan to prevent the recurrence of said problems in the future. SPCDC's motto is to offer a "hand-up" not a "handout" to those in need. For more information on SPCDC, please visit [www.stpaulscdcnj.org](http://www.stpaulscdcnj.org).

**About Paterson Public Schools**

Paterson Public Schools is the second largest school district in New Jersey with over 28,000 students from pre-k through grade 12. The district's mission is to prepare all children for college and career...together we can! For more information, visit [www.paterson.k12.nj.us](http://www.paterson.k12.nj.us).

**About Travelers**

The Travelers Companies, Inc. (NYSE: [TRV](#)) is a leading provider of property casualty insurance for [auto](#), [home](#) and [business](#). A component of the Dow Jones Industrial Average, Travelers has approximately 30,000 employees and generated revenues of approximately \$28 billion in 2016. For more information, visit [www.travelers.com](http://www.travelers.com).

**About KaBOOM!**

KaBOOM! is the national non-profit dedicated to giving all kids – particularly those growing up in poverty in America – the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open, or improve more than 16,700 playgrounds, engaged more than one million volunteers, and served 8.5 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters and why cities are embracing #playability: visit [kaboom.org](http://kaboom.org) or join the conversation at [twitter.com/kaboom](https://twitter.com/kaboom) or [facebook.com/kaboom](https://facebook.com/kaboom).

###