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Growing a Movement for Playability in Cities

*[KaBOOM!](#) and [Humana Foundation](#) Unveil 2014 [Playful City USA](#) Communities
Recognized for Prioritizing Play*

The City and County of Broomfield is named as a “Playful City USA for the third consecutive year. On May 13, 2014, KaBOOM!, in partnership with the Humana Foundation, announced 212 cities and towns across the United States as 2014 Playful City USA honorees. These communities are leaders in playability – the extent to which a city makes it easy for kids to get balanced and active play – and are making play part of the solution that can move the needle on countless urban challenges. KaBoom! stated the following in regards to this designation:

“Broomfield is honored as a 2014 Playful City USA designation for the third time. Broomfield is at the vanguard of the playability movement, and we are thrilled to recognize your efforts and accomplishments. We commend you for your community’s remarkable work in elevating the importance of play, and we look forward to the great ideas and initiatives to make Broomfield a more playable place for kids, families, and communities.”

In response to the City and County of Broomfield receiving this distinguished designation, Broomfield Mayor, Randy Ahrens said the following:

“We are delighted to again be designated as a Playful City USA. This is another opportunity to facilitate Broomfield’s continued progress in healthy living. We are proud that our communities all have places to play close by. Whether it is at the Recreation Center, our pools, athletic fields or our many parks, play is what keeps us young, healthy, and happy.”

“It’s a great testament to our community and our staff that Broomfield is now officially a Playful City,” said City and County Manager Charles Ozaki, in 2012 when Broomfield received its first national designation. “This is an important affirmation of the community’s collective efforts to be active, healthy and family friendly. It’s a great achievement!”

“Broomfield has always been an active community, and this award underscores that,” Kevin Standbridge, Deputy City and County Manager further stated.

The desire to become designated as a "Playful City USA" is two-fold on the part of the City and County of Broomfield: First, this designation allows tremendous marketing capabilities for Broomfield to present itself as a vibrant, active community that is highly focused on healthy living practices; and second, to become eligible to apply for grant monies that would help in reaching future goals.

The KaBOOM! Playful City USA program, sponsored by the Humana Foundation, honors cities, towns and communities across America that are taking bold steps to ensure that all children, especially the 16 million American kids living in poverty, have easy access to balanced and active play in their communities. Cities being recognized span every region of the country, and include **Washington D.C.; Chicago; Nashville; Austin; Providence; San Francisco; New York City;**

and 205 others. These Playful City USA communities are making a commitment to transform their communities to become more playable by developing unique local action plans to increase the quantity and quality of play in their community.

“With the tremendous support of our friends at Humana Foundation, we are thrilled to recognize all of these communities that are working to ensure all kids, particularly the 16 million that live in poverty, get the play they need to thrive,” says KaBOOM! CEO and Founder Darell Hammond.

Humana President and CEO Bruce Broussard added, “We’re excited about our journey with KaBOOM! and we appreciate the shared values that Humana, the Humana Foundation, and the KaBOOM! organization can rally around. Making it easy for families to play, be healthy and thrive together is a part of Humana’s dream, and it’s a commitment that all of us at Humana enjoy sharing with KaBOOM!”

To see the full list of the 212 communities named 2014 Playful City USA honorees, or for more information on the Playful City USA program, visit www.playfulcityusa.org.

To advance the national dialogue on playability, KaBOOM! and The City and County of Broomfield invites interest, expertise, and voices from members of the Broomfield community, to join communities across the country to get involved (and get playful!) in thinking about how play can create more family-friendly cities. Join the Twitter conversation and encourage action: **Participate** on Twitter (@**kaboom**) and provide your point of view and forward-looking insights on **playability** in cities using the hashtags **#playability** and **#playmatters**.

KaBOOM!

KaBOOM! is the national non-profit dedicated to the bold goal of ensuring that all children, particularly the 16 million American children living in poverty, get the active play they need to become healthy and successful adults. KaBOOM! has been a powerful champion for play since its founding in 1996, working with partners to build, improve, and open more than 15,000 playgrounds, engage more than 1,000,000 volunteers and serve more than 6,600,00 children nationwide. KaBOOM! creates and promotes great places to play; inspires, empowers and leads play advocates; and elevates the societal conversation about the importance of play in children’s lives. For more information, visit www.kaboom.org/act or follow the conversation on why #playmatters at www.twitter.com/kaboom or www.facebook.com/kaboom.

About the Humana Foundation

The Humana Foundation was established in 1981 as the philanthropic arm of Humana Inc., one of the nation’s leading health care companies. Located in Louisville, Ky., the site of Humana’s corporate headquarters, the Foundation promotes healthy behaviors and healthy relationships. The Foundation’s key funding priorities are childhood health, intergenerational health, and active lifestyles. For more information, visit www.humanafoundation.org.

Humana and the Humana Foundation are dedicated to Corporate Social Responsibility. Our goal is to ensure that every business decision we make reflects our commitment to improving the health and well-being of our members, our associates, the communities we serve, and our planet.