



Let's Play Everywhere LA

WHAT IS LET'S PLAY EVERYWHERE LA?

Let's Play Everywhere LA is a competition presented by Dr Pepper Snapple Group and KaBOOM! in partnership with the City of Los Angeles to award a total of \$200,000 in grants to 10 winners citywide. The grant winners will show their commitment to bringing play to everyday spaces, making play easy and available to kids and families.

Let's Play Everywhere LA is about bringing kids more chances to play citywide. It is about ensuring all kids, no matter where they come from or where they live, have a chance to build the skills—and have the fun—they need to succeed in life.

WHY DOES PLAY MATTER?

Science and common sense agree: kids need play to grow up healthy, resilient and ready for life. Play is serious business; it's pivotal to kids' chances to develop healthy bodies and healthy minds. Play builds better bonds—among kids, neighbors, and communities—and those relationships are the foundation for communities that thrive.

WHY PLAY EVERYWHERE?

All kids need play to grow and thrive. But not all kids have the same access to places and spaces where they can engage in safe, creative activity. For millions of kids living across the U.S., the opportunity and space to play can be hard to come by.

Kids know that play can happen anywhere: waiting in the laundromat, or on the way to the grocery store or school. Let's Play Everywhere LA is asking the residents of Los Angeles to make play a way of life in everyday and unexpected places—sidewalks, vacant lots, bus stops, open streets and beyond—especially in communities where families are working hard to get by.

WHO SHOULD APPLY?

You! We invite applicants from all sectors to turn everyday spaces into playspaces! This includes city agencies, community organizations, local business groups, faith leaders, teachers, parents. We're looking for ideas that support the local community, in places where kids and families could benefit most from increased spaces and chances to play.

TAKE ACTION

- *Apply to Let's Play Everywhere LA* Submit your idea at playeverywhere.kaboom.org.
- *Spread the word:* Share the information about the Let's Play Everywhere LA and encourage people in your community to apply.
- *Find out why play matters for kids and communities to thrive:* follow @kaboom on Twitter. Learn more about Let's Play, visit letsplay.com.

LEARN MORE

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