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Loma Linda School, Fairytale Brownies and KABOOM! Unveil Kid-Designed Playground at Loma Linda School in Creighton School District

Community joins forces with nonprofit to advance playspace equity in Central Phoenix

Phoenix, AZ (February 23, 2022) - Today, kids at Loma Linda School in Phoenix, AZ are celebrating as the school debuts a kid-designed playground. The months-long collaboration between Loma Linda School, Fairytale Brownies and KABOOM! culminated this week as more than 150 volunteers installed the new playspace, which will offer 500+ students a high-quality, safe place to play that is close to where they live and learn.

The new playground was a collaborative effort by community members, including kids, who presented creative ideas for their dream playground during a design day in December. The playground is inspired by those drawings and will provide hundreds of kids and their families with a place to get active, build social bonds, and gather as a community.

"With limited access to parks in our community, having this playground available will be a huge asset for our families and community. Loma Linda School already has a community garden, orchard and now a safe place for kids to play, we are very excited to see this student designed playground come to life!" - **Barbara Damiani, Loma Linda Neighborhood Association**

Play is essential to the physical, social, and emotional health of every child. However, historic disinvestment and exclusion caused by systemic racism have denied generations of children equitable access to parks and playgrounds, disproportionately affecting communities of color. The new playground at Loma Linda School, designed with the neighborhood's unique needs and aspirations in mind, brings Central Phoenix one step closer toward ending playspace inequity and ensuring that every kid has the opportunity to experience the joys of childhood.

"Playgrounds are an iconic part of childhood. They're not only where kids collect some of their best memories, but also where crucial skills are developed that nurture their physical, mental, and emotional well-being," said Lysa Ratliff, CEO of KABOOM!. "KABOOM! is thrilled to work with our partners to bring to life the new playspace at Loma Linda School and ensure that kids in Central Phoenix have a place designed just for them, where they can play, learn, and unlock their greatest potential."

Fairytale Brownies has provided support for the new playground through its partnership with KABOOM!, furthering its commitment to ending playspace inequity. Since 2001, together with the Fairytale family, the company raised over \$600,000, worked countless volunteer hours, and donated lots of brownies. The company has funded several Phoenix-area playgrounds, and also assisted with builds across the country.

"Safe, fun and engaging playspaces are very important to me and my BFF since kindergarten and business partner since 1992, because that is where we met - a Phoenix playground at our school." - **Eileen Spitalny, Co-founder, Fairytale Brownies**

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About Loma Linda School

Loma Linda School provides students and families with academic opportunities, leadership development and mindfulness techniques. Loma Linda is a neighborhood school known for its connection to the community and strong partnerships with families and local businesses.

About Fairytale Brownies

Fairytale Brownies is an e-commerce brownie company whose mission has been to spread joy and simplify gift giving since 1992. Every batch is baked by hand using a secret family recipe and premium ingredients like imported Belgian dark chocolate and real butter. Each brownie, cookie and blondie is individually wrapped and certified kosher dairy.

Visit us at brownies.com, [Facebook](#), [Instagram](#), and [Twitter](#).

About KABOOM!

KABOOM! is the national nonprofit committed to ending playspace inequity – the reality that quality places to play are not available to every child, especially in communities of color. Since 1996, KABOOM! has partnered with kids and communities to build or improve 17,000+ playspaces and ensure that nearly 12 million kids have equitable access to the crucial benefits and opportunities that playspaces offer. In 2022, KABOOM! launched the 25 in 5 Initiative to End Playspace Inequity, the \$250 million plan to accelerate its mission in 25 high-priority locations over five years. Learn more at kaboom.org or join the conversation on [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).