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**Fiesta Bowl Charities and KaBOOM! Put Kids First by Increasing Opportunities to Play in Phoenix**

*Over 200 community and staff members from the Fiesta Bowl, the ARCH and KaBOOM! will build a new playground in just six hours*

**WHAT:** Over 200 volunteers from Fiesta Bowl Charities, the Arizona Recreation Center for the Handicapped (ARCH) and the Phoenix community will join KaBOOM! on Saturday, December 1 to transform an empty site into a kid-designed, state-of-the-art playground in just six hours at the ARCH. The new playground will help make play the easy choice for children and families in Phoenix.

In October, children from the surrounding communities came together to draw their dream playground. The playground will be based off their drawings and will provide more than 300 kids in Phoenix with a great, safe place to play.

**WHEN:** **Saturday, December 1**

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:** **ARCH**

1550 W Colter St

Phoenix, AZ 85015

**WHO:** Hundreds of community volunteers

**WHY:** Currently, ARCH is in dire need of a playground. The old playground was a haven for all of the participants to learn and grow. It was a place to run around and stretch their legs or to play with friends they hadn’t seen at school. They learned how to build and maintain friendships, how to share, and even how to decompress from a long day at school. Through this project, the ARCH will work with the Fiesta Bowl Charities and KaBOOM! to make a difference in their community and address the most urgent needs of kids.

Fiesta Bowl Charities granted KaBOOM! funding to help build this playground and they’ve built six playgrounds in Arizona. Fiesta Bowl Charities 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 of the playground site

Volunteers assembling playground structure, mulching and pouring concrete

Ribbon-cutting ceremony to dedicate playground

**About ARCH**

ARCH is a recreation center for adults & children with developmental disabilities. We are committed to enhancing and maintaining the quality of life of individuals of all ages with a disability in order to obtain higher levels of physical well-being, independence, and self-sufficiency. Our mission is to provide therapeutic recreation services, socialization opportunities, health and wellness programs, and to teach basic living skills. When we are not organizing Field Days and special events and outings, the rest of the time we run daily After-School programs as well as full-time programs during school breaks.

**About The Fiesta Bowl**

The Fiesta Bowl’s vision is to be a world-class community organization that executes innovative experiences, drives economic growth and champions charitable causes, inspiring pride in all Arizonans. As a nonprofit organization, it believes in the importance of community outreach and service. Through charitable giving, the organization strives to enhance Arizona nonprofit organizations that contribute to the success of communities through youth, sports, education and human services. Since 1971, Fiesta Bowl Charities has worked to increase its footprint across the state and work to benefit Arizonans year-round, during and outside of bowl season. For more information about its local impact and how to get involved, visit [FiestaBowl.org](https://urldefense.proofpoint.com/v2/url?u=https-3A__fiestabowl.org_&d=DwMGaQ&c=aLv4kG3eFBuAUFgZFQ07JQ&r=lukKoJXyDIRqerdeXrN57p2O3T0xrf4T5DUbAkEL_mQ&m=0cEp_rJJvyDSebGaQq23kQsimwc2kM9iQcx9SdTPabw&s=1_qenk1N9ieErQOZIOxUi1HRtOWbhS_ujW1rpinOEM8&e=)

**About KaBOOM!**

KaBOOM! is the national non-profit dedicated to giving all kids – especially those living in poverty – the childhood they deserve through great, safe places to play. KaBOOM! inspires communities to make play the easy choice and works to drive the national discussion about the importance of PLAYces. KaBOOM! has collaborated with partners to build or improve more than 17,000 playspaces, engaged more than 1.5 million volunteers and served over 9 million kids. To learn why play matters for all kids, visit [kaboom.org](https://kaboom.org/) and join the conversation at [twitter.com/kaboom](https://twitter.com/kaboom), [facebook.com/kaboom](https://www.facebook.com/kaboom) and [instagram.com/kaboom](https://www.instagram.com/kaboom/). #playmatters #PLAYceforKids

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