



play matters for all kids



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**WOMEN'S RECOVERY CENTER AWARDED \$13,200 LET'S PLAY
GRANT FOR IMAGINATION PLAYGROUND IN A CART™ PLAY
SYSTEM
FROM DR PEPPER SNAPPLE
AND NATIONAL NON-PROFIT KaBOOM!**

Cleveland, OH November 6, 2015 – Dr. Pepper Snapple (DPS) and national non-profit KaBOOM! awarded the Women's Recovery Center a \$13,200 Let's Play Improvement Grant to use toward the purchase of an Imagination Playground in a Cart™, an innovative playground equipment system.

The grant, which will allow insert the Women's Recovery Center to install the system at the Center located at 6209 Storer Avenue, is part of Let's Play, a community partnership led by Dr Pepper Snapple to get kids and families active nationwide. Imagination Playground in a Cart™ is an innovative design in play equipment that encourages creativity, communication, and collaboration in play.



With a collection of custom-designed, oversized blue foam parts, Imagination Playground™ provides a changing array of elements that allow children to turn their playground into a space constantly built and re-built by their imagination.

The Foundation and the Women's Recovery Center share the value that *Play Matters*. The Women's Recovery Center is an alcohol and other drug treatment facility for women and their families. "As you can imagine that children that are being parented by an addicted mother, typically are focused on survival when will I eat the next time or am I safe? The concept of play is foreign to many of the children," said Mary Jane Chichester, Executive Director.

For those children born positive for alcohol and other drugs, most experience some delays in large motor skills coordination, problem solving and fine motor skills. The Let's Play Imagine Playground is ideal in having applications for indoor and outdoor play. Childcare Providers will be working with the children to encourage the concept of play. Play is essential in building social relationships, stretching the child's attention span and encouraging movement and exercise to build strength to decrease childhood obesity and to prepare children for the educational environment.

Unstructured, child-directed play has proven to help kids develop physically, emotionally, socially and intellectually, yet today's kids have less time and fewer opportunities to play than any previous generation. As a result of expanded Let's Play grants and projects, more than 1 million kids will benefit from new or improved playgrounds around the nation between 2014 and 2016.



Created in 2011, Let's Play provides the tools, places and inspiration to make play a daily priority. The initiative began with a three-year commitment to KaBOOM!, the national non-profit dedicated to ensuring that all kids get the balance of active play they need to thrive. Through the first three years, they built 41 playgrounds, with more than 2,300 DPS employees contributing nearly 19,000 volunteer hours in the construction, and provided grants ranging from \$500 to \$30,000 for the improvement of another 2,004 playgrounds by the end of 2013.

Visit Let's Play at www.LetsPlay.com to join the conversation and learn how to apply for the various available grants to make communities more active and playful.

The Women's Recovery Center is a State certified alcohol and other drug treatment facility for women and their families. The Center is funded in part by the Ohio Department of Mental Health and Addiction Services, Alcohol, Drug Addiction and Mental Health Services of Cuyahoga County, Foundations and individual donors.

About Let's Play

Let's Play is a community partnership led by Dr Pepper Snapple Group (NYSE: DPS) to get kids and families active nationwide. Since Let's Play launched in 2011, DPS has worked with nonprofit KaBOOM! to build or improve more than 2,000 playgrounds across North America and in 2014 partnered with Good



Sports to provide sports gear for deserving athletic organizations in communities coast to coast. For more information, visit LetsPlay.com or [Facebook.com/LetsPlay](https://www.facebook.com/LetsPlay).

About Dr Pepper Snapple Group

Dr Pepper Snapple Group (NYSE: DPS) is a leading producer of flavored beverages in North America and the Caribbean. Our success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. We have 6 of the top 10 non-cola soft drinks, and 13 of our 14 leading brands are No. 1 or No. 2 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes 7UP, A&W, Canada Dry, Clamato, Crush, Hawaiian Punch, Mott's, Mr & Mrs T mixers, Peñafiel, Rose's, Schweppes, Squirt and Sunkist soda. To learn more about our iconic brands and Plano, Texas-based company, please visit www.DrPepperSnapple.com. For our latest news and updates, follow us at [www.Facebook.com/DrPepperSnapple](https://www.facebook.com/DrPepperSnapple) or [www.Twitter.com/DrPepperSnapple](https://www.twitter.com/DrPepperSnapple).

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 nearly 16,300 playgrounds, engaged more than one million volunteers and served 8.1 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: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.

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