



Give the Gift  
of Play

## PLAYFUL FACTS

**About** Alexandra's Playground works to bring the Gift of Play into the daily lives of children, particularly those growing up in underserved neighborhoods. They are committed to creating safe environments for children to strengthen their bodies and minds.

**Founding Story** Established in 2009 to commemorate the life of their founders' young daughter, Alexandra Vitale, the organization aims to positively impact the world as they know she would have. Embracing Alexandra's spirit of play, they focus their efforts on supporting opportunities for safe and active play throughout childhood.

Opportunities for active play are increasingly threatened in our society. They sought to turn this around by building playgrounds in areas of need, supporting opportunities for children to experience safe active play, and raising awareness around these issues.

**Purpose** Children who regularly engage in active play grow up more physically, emotionally, and cognitively healthy. Yet today's children spend less time playing outside than any previous generation, and active play is being replaced by sedentary activities. Alexandra's Playground provides opportunities for safe and active play in communities that need it most.

**Impact** As they commemorate their 10<sup>th</sup> Anniversary, their initiatives reach thousands of children every year, helping parents and communities provide their children with opportunities for active, healthier childhoods. More children now have opportunities to climb, slide, explore, engage with their peers, and strengthen their bodies and minds. By the end of 2019 Alexandra's Playground will have funded twenty-eight playgrounds and supported children in programs that encourage safe play, including swim instruction for youth in low-income communities.

Their efforts have positively impacted the lives of thousands of children and families in the tri-state area, across the US, in Haiti, and in Afghanistan. With a focus on the NY-NJ-CT area, their playground installations typically culminate in a community build. They utilize local volunteer power and a steady stream of Alexandra's Playground supporters who join the builds year after year, effectively strengthening local communities one by one.

**Why Playgrounds** Playgrounds give children a safe place to be physically active while building their minds and spirits through imaginative play and interaction with other children. Playgrounds also provide a gathering place to bring children, families and communities together.

**Funding** At it's core they are a friends, family, and community supported 501(c)(3) nonprofit. This has included, and continues to include, an ever expanding group of donors who believe that every child should have a place for safe and active play in their own community.

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