



**FOR IMMEDIATE RELEASE  
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**CIVIC BUILDERS AWARDED LET'S PLAY GRANT FOR IMAGINATION PLAYGROUND™ PLAY SYSTEM  
FROM DR PEPPER SNAPPLE GROUP AND KaBOOM!**

**Cumberland, Rhode Island, September 13, 2014** – Dr Pepper Snapple Group (DPS) and national non-profit KaBOOM! awarded Civic Builders a Let's Play Community Construction Grant to use toward an Imagination Playground in a Cart™ playground for Blackstone Valley Prep Mayoral Academy Elementary School 2 in Cumberland, RI.

The grant is part of Let's Play, a community partnership led by DPS to get kids and families active nationwide. In 2011, as part of Let's Play, DPS made a \$15 million, three-year commitment to KaBOOM!, a national non-profit that works to ensure there is a great place to play within walking distance of every child. Together, Dr. Pepper Snapple Group and KaBOOM! have given five million children across North America access to a safe space to play.

Civic Builders, Blackstone Valley Prep (BVP) Mayoral Academy, and the greater community came together on September 13 to build a playground that gives children a state-of-the-art playground.

"We're incredibly excited and grateful to be building a state-of-the art playground that will be used for daily recess on school days and by all children in the community in the evening, on weekends, during school vacations," said BVP Executive Director Jeremy Chiappetta. "The energy around this project has been incredible. This project is truly a testament to the great things can happen when people work together. Special thanks goes to Civic Builders, KaBOOM! and DPS for making this happen for our kids!"

At BVP as well as the other schools Civic Builders has developed, Civic Builders is committed to ensuring students have access to a place to play and be active. Providing students with an outlet for play and recreation improves their physical wellbeing while also preparing them for academic and social development. "Building the playground is an excellent way to bring together the school community and the neighboring community. The playground is a great use of the open space in the Town of Cumberland for the children to grow, be active, and learn how to play and share together," said Vania Figueiredo, BVP Elementary School 2 parent. The DPS and KaBOOM! sponsored playground at BVP will strengthen these deserving students' minds and bodies as they learn and grow in this successful, intentionally diverse charter school community that serves Central Falls, Cumberland, Lincoln, and Pawtucket.

“Just as every student deserves the space to learn, every student deserves the space to play,” said David Umansky, co-founder and CEO of Civic Builders. “We are incredibly grateful for the support of Let’s Play and these amazing organizations, and Civic Builders couldn’t be happier to work side-by-side with a truly inspiring school and a fantastic community to build a playground where children in four unique towns can all join together in play.”

Studies have shown that unstructured, child-directed play has been proven to help kids develop physically, socially, and cognitively. However, today’s kids have less time and fewer opportunities to play than any previous generation. With the support of DPS and KaBOOM!, Civic Builders is providing BVP with an Imagination Playground in a Cart™, an innovative playground that encourages creativity, communication, and collaboration. With a collection of custom-designed features, 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.

### **About Civic Builders**

Civic Builders is a non-profit organization that develops charter school facilities in low-income neighborhoods, providing historically underserved students with inspiring spaces to learn and grow. Dedicated to giving every child the chance to attend a great school, Civic Builders partners with the nation’s best educators to create public charter school buildings for students in communities where the need is greatest. Civic Builders marries real estate know-how and financial expertise to develop great schools so children can build their futures. Every classroom created is a space where children learn and thrive for generations to come.

### **About Blackstone Valley Prep Mayoral Academy**

Blackstone Valley Prep (BVP) Mayoral Academy is a network of high-performing public schools chartered by the Rhode Island Department of Education. As a growing network that is part of the Charter School Growth Fund portfolio, BVP offers a high quality public school choice to the families of Central Falls, Cumberland, Lincoln and Pawtucket and serves over 1,000 scholars in grades K-9. A member of the Rhode Island Mayoral Academies network, BVP’s mission is to prepare every scholar for success in college and the world beyond.

### **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. The first Let’s Play initiative is a \$15 million, three-year commitment to KaBOOM!, the national non-profit that’s saving play. Together, through Let’s Play, DPS and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America. For more information, visit [LetsPlay.com](http://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 [DrPepperSnapple.com](http://DrPepperSnapple.com). For our latest news and updates, follow us at [Facebook.com/DrPepperSnapple](https://www.facebook.com/DrPepperSnapple) or [Twitter.com/DrPepperSnapple](https://twitter.com/DrPepperSnapple).

### **About KaBOOM!**

KaBOOM! is the national non-profit dedicated to giving kids the childhood they deserve by bringing play to those who need it most. Children today spend less time playing outdoors than any previous generation, a fact that is having disastrous consequences on their health, achievement levels, and overall well-being. Social entrepreneur Darell Hammond founded non-profit KaBOOM! in 1996 in Washington, D.C. with a vision of creating a great place to play within walking distance of every child in America because children need to play actively every day at home, in school and in their communities. Since then, KaBOOM! has mapped over 90,000 places to play, built more than 2,300 playgrounds, and successfully advocated for play policies in hundreds of cities across the country. KaBOOM! also provides communities with online tools to self-organize and take action to support play on both a local and national level. Hammond chronicles the founding of the organization and the importance of the cause of play in his The New York Times Best Seller KaBOOM!: A Movement to Save Play, now out in paperback. The book

details how businesses and communities can work together to save play for children across the country. All author proceeds support KaBOOM!. Headquartered in Washington, D.C., KaBOOM! also has an office in San Mateo, Calif. For more information, visit [www.kaboom.org](http://www.kaboom.org).

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