

VOLUNTEERS BUILD PLAYGROUND FOR KIDS AT JANE AND FINCH

Residents, Corporate Partners and Special Guests
Donate Time and Resources for Community Build

Toronto, May 30, 2003 – The San Romanoway Revitalization Association, a not-for-profit community association for residents of 10 and 25 San Romanoway, hosted over 150 residents, corporate volunteers and public officials today, who together built a playground for the children of this Jane and Finch community.

"We have been working with community members and our partners to revitalize our community and give our kids a chance," says San Romanoway Revitalization Association Chair Kevin Green. "Today's Playground Build is a unique opportunity to improve the lives of children and demonstrate the principles of community spirit and corporate responsibility."

The playground, valued at \$75,000, includes slides, planter gardens, an equipment shed and sitting areas, all centrally located among the San Romanoway buildings.

Once dubbed "Canada's worst community", San Romanoway had a history of high youth unemployment and youth-related crime. The San Romanoway Revitalization Association, supported by funding from the Department of Justice under the Business Action Program on Crime Prevention, building owners (Greenwin Property Management, ResREIT and the Glen Corporation), the corporate sector and government, has been working to provide social and cultural enrichment programs and site improvements for the community's 4400 residents.

Funding has allowed programs such as youth employment counseling, a homework club, tennis camps, summer day camps and mentoring for youth. A computer room and Internet service was donated by Rogers Cable.

"Today's build is a continuation of our efforts. It is a high-energy, hands-on community event that involves the construction of a

playground from the ground up," says Green. "The day began with an empty site and thanks to our volunteers, corporate partners and the vision and expertise of The Home Depot Canada and KaBOOM!, ended with a new, safe playground for children."

The Home Depot Canada's Playground Program is a broad-based community volunteerism program in partnership with KaBOOM! to provide \$1 million (Cdn.) in cash and materials for the development and building of community playgrounds.

The Home Depot supports each playground project not only with cash, but also with high quality building materials and the sweat, strength and talents of their associates. KaBOOM! provides project management – from the facilitation of the planning committees to supervision of the construction.

Since 1995, KaBOOM! has worked to change the world one playground at a time by creating healthy play opportunities and environments for children. By partnering with individuals, civic groups, businesses and foundations, KaBOOM! leads playground projects, educates community leaders and advocates for the child's right to play.

"By creating partnerships with neighbours, community groups and major corporations, we are attempting to change the world – one playground at a time," says Kelly Ortner of KaBOOM! "We recognize the urban renewal efforts of the San Romanoway Revitalization Association and its committed core of volunteers and corporate partners and knew that our experience building hundreds of playgrounds could help make a difference. It is one more step in the evolution of this vital community."



Toronto Police Chief Julian Fontino was joined by Greenwin Property Management's CEO Barry Green (extreme right), Verdoo/Green Realty CEO Kevin Green (centre) and San Romanoway Revitalization Association Manager Stephanie Payne as over 150 residents, corporate volunteers and public officials recently built a playground (over a six hour period) for the children of this Jane and Finch community.