



FOR IMMEDIATE RELEASE

CONTACT: Berkeley Township: Mayor Carmen Amato

Alexandra's Playground: : Tricia Heywood, 646-318-7490, tricia@alexandrasplayground.org

Mayor Amato Announces New Playground for Super Storm Sandy Ravaged Butler Blvd Beach

Berkeley Township selected as community for next Alexandra's Playground project

Berkeley- Mayor Carmen Amato announced today that Berkeley Township has been chosen by New York-based non-profit, Alexandra's Playground, as their next playground build recipient.

"Alexandra's playground builds playgrounds in economically challenged areas. They were seeking to rebuild a playground ravaged by Super storm Sandy. We were actively seeking a partner to help with the rebuild the playground at the end of Butler Boulevard, one of the most scenic parks in our Township, which had been destroyed in the storm," Mayor Amato said.

" We are very excited to be working with the community of Berkeley Township to re-build this much needed playground. Opportunities for active play are increasingly threatened in our society. The loss of these play opportunities has a negative social, emotional and physical effects on a child's development. We seek to change this by building playgrounds in areas of need," said Dr. Michael Vitale, Co-founder of Alexandra's Playground.

The new playground, designed for kids ages five to twelve, will also include equipment suitable for younger children. Alexandra's Playground is working with Kompan, a world leading manufacturer of playground equipment and a pioneer in playgrounds that promote health, learning and social inclusion, to design a playground that will accommodate the most children and provide a variety of interactive play opportunities with equipment designs that fit with the natural beach environment. The playground will be built on June 6th with the help of Kompan and volunteers from Alexandra's Playground and community groups from Berkeley Township.

"I want to thank Alexandra's Playground for choosing Berkeley Township and Patricia Donahue from the Peoples Pantry for bringing our community to their attention," concluded Mayor Amato. "We plan on making this a wonderful community project in honor of Alexandra."

###

Alexandra's Playground was founded in 2009 to honor the memory of Alexandra Vitale. A NY registered charity and 501c3, Alexandra's Playground's mission is to improve the lives of children through promoting safe and healthy play throughout childhood. We do this by raising awareness about the importance of childhood play, creating opportunities for children to be physically active and socially interactive, and creating programs that help to promote safe and healthy play. To date, we have either fully or partially funded seventeen playgrounds in the US, Haiti and Afghanistan. We will build our second playground for Paterson, NJ in October 2015. For more information www.alexandrasplayground.org

-end-