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NEWS RELEASE

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For Immediate Release: August 28, 2015

Colorful Playground Just a Hop, Skip and a Jump Away

Kinston/Lenoir Parks & Recreation was awarded grant to update outdoor spaces and increase healthy activity

Kinston N.C. – Kinston/Lenoir Parks & Recreation recently received a grant to transform a public area into an imaginative space for families to play and be active outdoors. Blue Cross and Blue Shield of North Carolina (BCBSNC) and the North Carolina Recreation and Park Association (NCRPA) are supporting healthier communities by installing PlayPrints across the state.

PlayPrints are ground markings, or colorful shapes and games that are painted on existing pavement. The bright colors and interactive designs are meant to encourage visitors to take part in more physical activity. Community agencies across North Carolina were invited to apply.

“Receiving a PlayPrints grant at Holloway Park is a helpful step as we continue to grow healthy and active opportunities in our community, said Scott Alston. Park visitors will have new creative ways to engage with our public space and have fun participating in physical activity outdoors.”

Holloway Park is a community park with a recreation center/pool that is used for athletics, day camps, and special events. Throughout the year Holloway park is used by various camps and school groups as well as the general public. Athletic events are hosted there every season with hundreds of visitors using the facility and grounds each week. Adding PlayPrints will offer another feature for visitors of all ages to use in a variety of physical activities.

“We want to promote healthy habits at an early age and make it fun for North Carolinians to get outside and get active with their families,” said Kathy Higgins, vice president of corporate affairs at Blue Cross and Blue Shield of North Carolina. “PlayPrints are a simple way to take existing outdoor spaces in our communities and transform them into a center for healthy activity and imaginative play.”

Over the next two years, PlayPrints will be popping up at open play spaces as part of BCBSNC’s Get Outside North Carolina! (GO NC!) program. Go NC! builds healthy and active

lifestyles through the advancement of greenway systems, increased access to public bicycles and the overall promotion of outdoor physical activity.

“Providing fun and creative avenues to engage our communities by adding PlayPrints to our parks and greenways is an exciting way to encourage citizens of all ages to have a little fun while increasing physical activity,” said Michelle Wells, executive director at NCRPA.

For a complete list of PlayPrints recipients and to follow progress as PlayPrints are installed throughout the state visit www.NCRPA.net/PlayPrints or follow @NCRPA @BCBSNC or #PlayPrints on Twitter and Facebook.

About Kinston/Lenoir Parks & Recreation: Kinston/Lenoir Parks & Recreation is a division of the city of Kinston. The Kinston/Lenoir County Parks and Recreation Department offers the citizens of Kinston and Lenoir County an opportunity to develop their leisure time and interests. KLPR operates numerous parks/centers within the city & county which includes Woodmen Community Center, Holloway Park/Center, Fairfield Park/Center, Emma Webb Park, Pepsi Spray ground, Neuseway Nature center, and Martin C. Freeman Center to name a few. KLPR offers a wide variety of programs for all ages (youth-seniors), which include athletics, day camps, fitness classes, and special events. More information can be found on website: www.kinstonrec.com.

About Blue Cross and Blue Shield of North Carolina:

Blue Cross and Blue Shield of North Carolina improves the health and well-being of our customers and communities by providing innovative health care products, services and information to more than 3.91 million members, including approximately 1 million served on behalf of other Blue Plans. Since 1933, we have worked to make North Carolina a better place to live through our support of community organizations, programs and events that promote good health. We have been recognized as one of the World’s Most Ethical Companies by Ethisphere Institute every year since 2012. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Visit BCBSNC online at bcbsnc.com. All other marks are the property of their respective owners.

About the North Carolina Recreation & Park Association:

Founded in 1944, the North Carolina Recreation & Park Association (NCRPA) is the premier nonprofit education and advocacy organization, dedicated to the advancement of the park, recreation and leisure professions in our state. NCRPA empowers park and recreation professionals and citizen board members through educational opportunities that enhance their ability to change lives and impact communities on a daily basis for the citizens of North Carolina. For an overview of the programs and services offered by the organization, visit www.ncrpa.net .

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