



FOR IMMEDIATE RELEASE
May 29, 2006

CONTACT:
Tricia Fleming, HeartShare, 718-422-3266
Margie Hall, KaBOOM!, 202-464-6165

**DESIGNED BY KIDS, BUILT BY VOLUNTEERS:
SPRINT, HEARTSHARE AND KaBOOM! TEAM UP TO BUILD NEW PLAYGROUND IN JUST
ONE DAY FOR BROOKLYN CHILDREN AT THE HEARTSHARE SCHOOL**

- What:** More than 200 volunteers from Sprint and HeartShare Human Services of New York, organizers from KaBOOM! and residents of the Brooklyn community will join forces on June 2 to build a new playground at The HeartShare School.
- Why:** The new playground will provide more than 180 children daily with a safe place to play. The playspace is the 25th built by KaBOOM! and Sprint and one of nearly 230 KaBOOM! will lead across the country in 2007 in an effort to provide a great place to play within walking distance of every child in America.
- When:** Saturday, June 2, 2007
11:00-1:00 PM – Best time to view playground under construction
2:30 PM – Ribbon cutting ceremony to open new play area
- Where:** The HeartShare School
1825 Bath Ave. @ Bay 19th St., Brooklyn, NY 11214
- Scheduled to attend Ribbon Cutting Ceremony:**
Brooklyn Borough President **Marty Markowitz**, New York State Senator **Martin J. Golden**, New York State Assemblyman **Peter Abbate**, 62nd Precinct Captain **John J. Sprague**
- Visuals:** Volunteers assembling brightly colored slides, rockblocks and swings
Ribbon-cutting ceremony to dedicate the playground
Before and after shots of the site

Sprint

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks serving 53.1 million customers at the end of 2006; industry-leading mobile data services; instant national and international walkie-talkie capabilities; and a global Tier 1 Internet backbone. For more information, visit www.sprint.com.

HeartShare Human Services of New York

Celebrating its 93rd year, HeartShare is a nonprofit organization that assists more than 17,000 New Yorkers. Its wide spectrum of services provides counseling, after-school programs and assistance with foster care and adoption to children and families, supports people affected by HIV/AIDS, and administers energy assistance programs. It also helps individuals with developmental disabilities through numerous programs including childhood services, adult day programs, residential services, case management, recreation programs, family support services, and health services. For more information visit www.heartshare.org.

KaBOOM!

KaBOOM! is a national nonprofit organization that envisions a great place to play within walking distance of every child in America. Over the past decade, KaBOOM! has used its innovative community-built model to bring together business and community interests to construct over 1,100 new playgrounds, skateparks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including a web portal and online community, regional and national trainings, grants and publications for communities that wish to plan a new playspace on their own. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago, Atlanta and San Mateo, CA. For more information, visit www.kaboom.org.

###