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The City of South San Francisco

For Immediate Release

South San Francisco Recognized as 2017 Playful City USA Community for Third Year in a Row

South San Francisco recognized for putting the needs of kids and families first as part of Playful City USA Program

SACRAMENTO, Calif., May 24, 2017 - National non-profit [KaBOOM!](#) has honored the City of South San Francisco with a 2017 Playful City USA designation for the third year in a row. [Playful City USA](#) honors cities and towns across the country for putting the needs of families first so kids can learn, grow and develop important life skills. Being honored as a "Playful City" is the extent to which a city makes it easy for all kids to get balanced and active play, and it often extends beyond the playground; from policies, programs, and infrastructure.

"The City's continued investment in parks and play spaces demonstrates the City leadership's commitment to creating healthy and vibrant communities," says South San Francisco Parks and Recreation Director Sharon Ranals.

The City has dedicated millions of dollars to fund new play equipment and improve parks in the city -- one of the largest single categories of capital investment in the community. In the past two years, the City has funded the replacement of seven playground installations. Additional funds were dedicated to other park improvements, which include programs to remove barriers such as pathway improvements, and additional access trails. The City also dedicated \$500,000 for minor maintenance projects which will help fund ongoing

maintenance of city playgrounds, parks and facilities so that these areas can continue to meet the community's demand. "By providing access to play opportunities where children and parents can build bonds that improve their social and emotional wellness, this helps address additional stress on families, such as financial, emotional and other factors in their homes," added Ranals.

As cities are becoming hotbeds for innovation, communities across the country are creating inventive ways to attract and retain residents. Playful City USA honorees are taking bold action to ensure kids have great places to play - all with the ultimate goal of making play the easy choice for all kids, no matter where they live. In addition to the playground down the street, Playful City USA communities are turning grocery stores, vacant lots, crosswalks, and sidewalks into opportunities for play.

"We are thrilled to recognize the City of South San Francisco for putting kids first," said KaBOOM! CEO James Siegal. "The wellbeing of our communities starts with the well-being of our kids, and play is critical for them to thrive. It is our collective responsibility to ensure that all kids get the childhood they deserve filled with play."

To see the full list of Playful City USA communities and to learn more about making play the easy choice for kids, visit kaboom.org/playfulcityusa. You can also take part in the conversation with leaders across the country using **#PLAYceforkids** on Twitter and Facebook.

About South San Francisco

The City of South San Francisco proudly remains *The Industrial City*, a reflection of its steel mill and ship building past, redefined to reflect the innovative, entrepreneurial and industrious spirit which has made South San Francisco the Biotech Capital of the World, with 214 active biotech companies and growing. A vibrant community of 64,585 residents, South San Francisco enjoys a high quality of life with an extensive public parks system, active library and learning programming and a dynamic, engaged community making South San Francisco a great place to live, learn, work and play.