



FOR IMMEDIATE RELEASE

Friday, October 16, 2009

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LVM Dreams Big Receives Wisconsin State Hometown Hero Award

LVM Dreams Big co-founder Kelli Betsinger was recently notified that the group will receive Wisconsin State Assembly's Hometown Hero Award for their work to build Wisconsin's first Boundless Playground located at Elvehjem Elementary School in Madison WI. On Tuesday, October 20, Kelli Betsinger, Darcy Burke and Shelly Trowbridge will be honored by the State Assembly and Representative Joe Parisi, D-Madison. Said Representative Parisi, "While their intent was to create a playground that every Elvehjem student could utilize and enjoy, the efforts of Kelli, Darcy and Shelly resulted in much more – the coming together of the Elvehjem community to create something that teaches their children that their dreams can come true."

LVM Dreams Big, an organization of parents, children, business and community partners, has worked since 2007 to raise awareness and funds to build Wisconsin's first Boundless Playground. The playground which was dedicated in 2008 was designed with soft, smooth rolling surfaces for wheelchairs, accessible swings and access to the highest levels of the play structures for children of all abilities.

"We're thrilled with the overwhelming community support for this project. In December 2007 LVM Dreams Big officially kicked-off fundraising with only \$6,000 dedicated to the project. Thanks to the Madison Community Foundation, Sara Lee Foundation, Supreme Structures, Great Dane Pub and Brewing Co., and many families that attended our monthly family-friendly events, we now have a playground that allows all children to access childhood" said Betsinger. "It is truly amazing and humbling to live in a community that cares so deeply about all children and families."

The playground located at Elvehjem Elementary School on Madison's eastside serves hundreds of families in and around Madison, including children enrolled in Madison School and Community Recreation (MSCR) and YMCA programs, which use the playground year-round.

Boundless Playgrounds' strict national certification program verifies that this playground and its play structures are accessible to all children. States Shelly Trowbridge, "We have thoroughly enjoyed the magical moments of children and adults of all abilities coming together on the new Boundless Playground in our neighborhood. We encourage other community leaders to visit the playground where they can see what a difference a playground can make to everyone."

For more information about LVM Dreams Big visit www.PlaygroundSupport.com or call (608) 226-8669.