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**For Immediate Release**

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### **Two Weeks to Bring \$50,000 Matching Grant for New Playground at Civic Center**

**Traverse City, Michigan** – Only two weeks remain in the on-line crowdfunding campaign for a new playground – the Get Out and Play Project – at Grand Traverse County’s Civic Center Park. If, by August 31, the community has pledged \$50,000 total toward the “Get Out and Play” project, then the MEDC and MSHDA will match that amount with a \$50,000 grant.

Grand Traverse County Parks and Recreation, along with Patronicity, an arm of the Michigan Economic Development Corporation (MEDC) and the Michigan State Housing Development Authority (MSHDA), launched the crowdfunding website for the Get Out and Play Project on July 19.

“It’s time to rally and help bring \$50,000 into our community for this project,” said Kristine Erickson, Director of Grand Traverse County Parks and Recreation. “A new playground will provide a gathering place for families, friends, and visitors, enhance the recreational opportunities at the Civic Center, and bring health, wellness, and fun to our children again.”

Earlier this year, community members voted for one of three designs based on a Parks and Recreation community survey about its wishes and wants for a new playground. The winning design by Penchura, says Erickson, “reflects the County’s and the community’s desire to bring a safe, inclusive, and family-centric playground again to Civic Center Park.”

Total cost for a new structure is \$150,000, and, according to Erickson, over one-third of that amount was raised prior to the crowdfunding campaign from two donations and two grants awarded for community participation in Blue Cross Blue Shield of Michigan wellness challenges.

The goal now, Erickson explained, is to raise the balance of funds necessary, and contributions only need to total \$50,000 to qualify for the match. “If every county resident contributed just 55 cents, or if ten organizations or individuals donated \$5,000 each, we’d be there,” Erickson pointed out.

The grant opportunity is made possible by the Public Spaces Community Places program, a collaborative effort among the MEDC, MSHDA, the Michigan Municipal League, and Patronicity. Through this program, local residents can use crowdfunding to be part of the development of strategic community projects, with backing from a matching grant from MEDC.

**For more information about the Get Out and Play Civic Center playground project, to view the design, and to donate, visit: <http://www.patronicity.com/getoutandplayproject>.**

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