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HEALTHY SCHOOLS CAMPAIGN RECOGNIZES PEACEFUL PLAYGROUNDS™ IN 2009-10 INNOVATION SHOWCASE

LAKE ELSINORE, CALIFORNIA (March 25, 2010) – Peaceful Playgrounds™ has been recognized by Healthy Schools Campaign (HSC), a leading authority on healthy school environments, as a featured product in it's 2010 Innovation Showcase.

The Peaceful Playgrounds Program kit is an environmentally friendly, low-cost program that maximizes physical activity while utilizing existing blacktop and recess areas. The kit offers a wide variety of activities to promote wellness in a non-combative environment. By providing a blueprint that assists with measurements, layout, spacing and placement, a structured optimization of the available area exists.

In 2009, HSC conducted a nationwide search for new and innovative products and services that help create healthier school environments. The search focused specifically on two areas: the environmental impact of a school, and the way that a school supports healthy eating and physical activity for students.

“It makes recess more of a learning and creative experience for the students,” said showcase judge Jay Snyder of the Association of School Business Officials International. “It’s safe for the students and the environment. And it’s easy to clean, which is very important to the custodians, directors of facilities, and to the school and school districts in general.”

The products spotlighted in the Innovation Showcase were selected by a judging panel with representatives from the Healthy Schools Campaign, American School & University magazine, and the Association of School Business Officials International. The judges selected products based on the creativity of the innovation and the potential positive impact. To learn more, visit www.healthyschoolscampaign.org/?innovation.

“We are excited and encouraged to have been recognized by the Healthy School Campaign as an innovator,” said Andrea Bossenmeyer, vice-president and sales manager, Peaceful Playgrounds, Inc. “Knowing that our efforts to promote and create healthy play environments that increase physical activity while reducing injuries and bullying are being noticed, strengthens our commitment and resolve.”

The Healthy Schools Campaign, an independent not-for-profit organization, is a voice for people who care about their environment, their children and education. Their mission is to advocate for policies and practices that allow all students, teachers and staff to learn and work in a healthy school environment. For more information visit www.healthyschoolscampaign.org.

Peaceful Playgrounds, Inc. is headquartered in Lake Elsinore, California and serves over 4 million students annually in over 8,000 schools across the nation. For over 15 years, Peaceful Playgrounds has been providing a low-cost avenue for K-8 schools to organize and manage their schoolyards and playgrounds. For a tenth of the cost of conventional playground structures, schools can now have a structured play area that makes use of more surface area than traditional equipment. With a simple goal to get more children involved in physical activity rather than waiting in line for their turn or just standing around talking, recognizing that a child who burns off energy, not only reduced their risk for obesity, but they increase their focus on education when returning to class. For more information, visit www.peacefulplaygrounds.com.

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