



**For Immediate Release:**  
**June 24, 2011**

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## **CEDC PROPERTY EARNS AN IMAGINATION PLAYGROUND PLAY EQUIPMENT SYSTEM COURTESY OF LET'S PLAY AND KABOOM!**

**Oxnard, CA** -- The children of **Cabrillo Economic Development Corporation's (CEDC), Villa Cesar Chavez community** in Oxnard will soon get to play in a whole new way, after receiving innovative new play equipment from KaBOOM!, the national nonprofit dedicated to saving play, and Let's Play, a community partnership led by **Dr Pepper Snapple Group** to get kids and families active nationwide. The Villa Cesar Chavez residents will host a celebration on Monday, June 27, from 3:30 p.m. to 5:00 p.m. to unveil the new playground. Villa Cesar Chavez is located at 5559 Salvador Street in Oxnard.

After completing a KaBOOM! playground build on **August 7<sup>th</sup>, 2010, in Piru's downtown Town Square (a collaboration between CEDC, Amgen, the Piru Neighborhood Council, and the County of Ventura)**, the community has continued to work hard to ensure that their children receive the benefits of play. In honor of that commitment, now they will also receive an innovative Imagination Playground Play Equipment system.

With a focus on loose parts, David Rockwell's Imagination Playground offers a changing array of elements that allows children to constantly reconfigure their environment and to design their own course of play. Giant foam blocks, mats, wagons, fabric and crates overflow with creative potential for children to play, dream, build and explore endless possibilities. The community will receive two Imagination Playgrounds in a Box; each is worth \$25,000. For more information about these playgrounds, go to [www.imaginationplayground.org](http://www.imaginationplayground.org).

Five communities across the country earned these engaging equipment systems, as part of Let's Play. The first Let's Play initiative is a \$15 million, three-year commitment to KaBOOM! Together, through Let's Play, Dr Pepper Snapple Group and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America.

Cabrillo Economic Development Corporation will deploy the Imagination Playground in a Box at its Villa Cesar Chavez south Oxnard property. Completed in 2007, Villa Cesar Chavez is a 52-home rental development for farmworkers. Villa Cesar Chavez is also home to nearly 100 children. Jennifer Vasquez, 11, says she is thankful to KaBOOM! for this opportunity: "We thank KaBoom for our Imagination Playground Kit. We will all take very good care of it so we can use it over and over again. We're looking forward to playing with our friends and using our imagination and creativity."

Another youth at the property, Jasmine Sanchez, 11, says the Imagination Playground will bring her community closer together: “We are very excited that we were awarded the Imagination Playground. We feel very special. We like it because kids of all ages are going to be able to play with it. I feel that it will bring us all together.” The Imagination Playground embarked on long journey to get to Oxnard after being shipped from Rhode Island. It was expected to be delivered at the Villa Cesar Chavez property by June 23<sup>rd</sup>.

### **About Cabrillo Economic Development Corporation (CEDC)**

CEDC is a private non-profit affordable home and community development corporation that provides comprehensive housing services, through a community building approach, in Ventura and Santa Barbara Counties, and the Santa Maria area. Since its incorporation in 1981, CEDC has built more than 1,400 units of affordable for-sale and multi-family rental homes, manages 715 affordable rental units, and has assisted more than 8,000 individuals and families with homeownership education, counseling and lending services. CEDC is a chartered member of NeighborWorks®, a national network of more than 230 community development and affordable home developers. This year marks CEDC’s 30<sup>th</sup> year of operation.

### **About Dr Pepper Snapple Group**

Dr Pepper Snapple Group (NYSE: DPS) is the leading producer of flavored beverages in North America and the Caribbean. Its success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. It has 6 of the top 10 non-cola soft drinks, and 9 of its 12 leading brands are No. 1 in their flavor categories. In addition to its flagship Dr Pepper and Snapple brands, its portfolio includes Sunkist soda, 7UP, A&W, Canada Dry, Crush, Mott's, Squirt, Hawaiian Punch, Penafiel, Clamato, Schweppes, Venom Energy, Rose's and Mr & Mrs T mixers. To learn more about its iconic brands and Plano, Texas-based company, please visit [www.drpeppersnapple.com](http://www.drpeppersnapple.com).

### **About Let’s Play**

Let’s Play is a community partnership led by Dr Pepper Snapple Group Inc. (NYSE: DPS) to get kids and families active nationwide. The first Let’s Play initiative is a \$15 million, three-year commitment to KaBOOM!, the national non-profit that’s saving play. Together, through Let’s Play, DPS and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America.

### **About KaBOOM!**

KaBOOM! is the national non-profit dedicated to saving play. Children today spend less time playing outdoors than any previous generation, a fact that is having disastrous consequences on their health, achievement levels, and overall well-being. To fight this Play Deficit, social entrepreneur Darell Hammond founded non-profit KaBOOM! 15 years ago in Washington, D.C. with a vision of creating a great place to play within walking distance of every child in America. Since then, KaBOOM! has mapped over 85,000 places to play, built almost 2,000 playgrounds, and successfully advocated for play policies in hundreds of cities across the country. KaBOOM! also provides communities with online tools to self-organize and take action to support play on a both a local and national level. Hammond chronicles the founding of the organization and the importance of the cause of play in his *The New York Times* Best Seller [\*KaBOOM!: How One Man Built a Movement to Save Play\*](#). The book details how businesses and communities can to work together to save play for children across the country. All author proceeds support KaBOOM!.

Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit [www.kaboom.org](http://www.kaboom.org).

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