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CHILD-DESIGNED PLAYGROUND BUILT BY HUNDREDS OF VOLUNTEERS

Warner Music Group, Non-Profit KaBOOM! & The Child Center of NY Partner for South Jamaica Playground

QUEENS – By the end of the day on Oct. 21, hundreds of children who come to The Child Center of NY in South Jamaica will have a great new place to play.

The new 2,544-square foot playground will be fully assembled from scratch in less than eight hours with the help of more than 200 volunteers from Warner Music Group, The Child Center of NY, organizers from KaBOOM! and residents of the local community. Volunteers will gather for a kickoff ceremony at 10 a.m. and will complete the playground project in time for a ribbon-cutting ceremony at 4 p.m.

The completed playground will provide an exciting place to play for the more than 600 children who are served at The Child Center of NY's South Jamaica location, which provides individual and family counseling, substance abuse treatment, child abuse prevention, and after-school tutoring. Currently, these children do not have a playground within walking distance to enjoy.

"We are thrilled that our children will have access to this wonderful playground," said Sandra Hagan, executive director of The Child Center of NY. "Playing with peers is an essential part of healthy childhood. We are grateful to Warner Music Group and KaBOOM! for partnering with us on our mission of helping at-risk children to succeed in life."

Planning for the playground began at a Design Day event held in August when children who attend The Child Center's programs and community leaders met with Warner Music Group and organizers from KaBOOM! to design their dream playground. The children's drawings were then used to create the final playground design.

The playground is the first built through the partnership between KaBOOM! and Warner Music Group, and one of more than 180 playground builds KaBOOM! will lead across the country in 2010 in an effort to provide great, safe places to play within walking distance of every child in America.

"KaBOOM! is dedicated to saving play and our vision is a great place to play within walking distance of every child in America," said Darell Hammond, KaBOOM! CEO & Co-Founder. "Thanks to the partnership of Warner Music Group, The Child Center of NY and volunteers from the community, we're moving one step closer to that vision by providing something that every child deserves – a great place to play."

The Child Center of NY

Founded in 1953, The Child Center NY is nonprofit agency whose mission is to help at-risk children and youth to succeed in life. At 80 locations, we annually serve more than 17,000 children who face hardships due to poverty, recent immigration, emotional and/or behavior problems, family instability, school failure, and other factors. Our services include: individual and family counseling, substance abuse treatment, child abuse prevention, early childhood education, crisis intervention and a wide range of youth development, ranging from after-school programs to summer camp. Our staff of highly trained professionals collectively speaks 35 languages. For more information, visit www.childcenterny.org

Warner Music Group

Warner Music Group became the only stand-alone music company to be publicly traded in the United States in May 2005. With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, Cordless, East West, Elektra, Nonesuch, Reprise, Rhino, Roadrunner, Rykodisc, Sire, Warner Bros. and Word. Warner Music International, a leading company in national and international repertoire, operates through numerous international affiliates and licensees in more than 50 countries. Warner Music Group also includes Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide.

KaBOOM!

Headquartered in Washington, D.C., KaBOOM! is a national non-profit organization dedicated to saving play. Through community building, the organization is focused on giving every child in America a great place to play within walking distance. Since 1996, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,800 new playgrounds, skate parks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including an online community, free online trainings, grants, publications and the KaBOOM! National Campaign for Play, which includes Playful City USA and Playmakers – a national network of individual advocates for play. KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit www.kaboom.org.

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