

200 Volunteers Improve Newark Kids' Lives & Futures with Play

Partners Join Forces to Create a New Playground at Grace West Manor

More than 200 volunteers from the Jonathan Rose Companies, [PSEG Foundation](#), organizers from [KaBOOM! \(@kaboom\)](#) and the community join forces last Thursday to give area kids the childhood they deserve by building a new playground at Grace West Manor in Newark. The design is based on children's drawings created at a special design event in July.

As a part of the owner Jonathan Rose Company's Communities of Opportunity programming, the firm encourages more physical activities outdoors as part of promoting a more healthy lifestyle. Their recent renovation of the property's Community House and addition of related programming as part of an ongoing revitalization of Grace West Manor has been well-received by community residents. Programming for children now includes an after school program, yoga for kids and a summer camp, among other activities. Demand has been so high that expanding the play space to the outdoors made perfect sense.

A playground is more than a playground. It's a brain-expander, friend-maker, and muscle-builder. Play is central to a child's ability to grow into a productive adult. It can transform children from sedentary, bored and solitary to physically, mentally and socially active. Since 1996, KaBOOM! has been dedicated to the bold goal of giving all kids – particularly those growing up in poverty in America – the childhood they deserve, filled with balanced and active play, so they can thrive. With its partners, KaBOOM! has built, improved and opened nearly 16,700 playgrounds, engaged more than one million volunteers, and served 8.5 million kids (**#playmatters**).

The new playground will bring more than 300 kids in Newark one step closer to having the play-filled childhood they deserve. In building this playspace together, the owners, volunteers and organizers are making it easier for all kids to get balanced and active play and making Newark more playable.

The playground is the fourth built by the PSEG Foundation and KaBOOM! Through this partnership, more children will have the joyful childhood they deserve. The PSEG Foundation supports KaBOOM! in promoting and protecting a child's right to active play at home, at school and in the community.

About Jonathan Rose Companies

Jonathan Rose Companies, Inc. is a seasoned real estate investment, development and project management firm whose mission is to repair the fabric of communities. The firm is nationally recognized for its ability to achieve visionary goals through practical, duplicable strategies. The firm acquires, develops, and acts as a consultant to assist not for profits with transit-oriented, green, mixed-income residential, innovative office, civic, education and health serving projects. Jonathan Rose Companies has developed or acquired more than \$2.3 billion of real estate projects from offices in New York, Connecticut, Colorado, California and New Mexico. For more information, visit www.rosecompanies.com.

About the PSEG Foundation

The PSEG Foundation (501c3) is the philanthropic arm of Public Service Enterprise Group (NYSE:PEG). The Foundation generally supports and invests in programs in three areas: community and the environment, education and safety. The Foundation provides grants to organizations in communities served by PSEG and its subsidiaries.

About KaBOOM!

KaBOOM! is the national non-profit dedicated to giving all kids – particularly those growing up in poverty in America – the childhood they deserve filled with balanced and active play, so they can thrive. Since 1996, KaBOOM! has collaborated with partners to build, open, or improve more than 16,700 playgrounds, engaged more than one million volunteers, and served 8.5 million kids. KaBOOM! creates great places to play, inspires communities to promote and support play, and works to drive the national discussion about the importance of play in fostering healthy and productive lives. To learn why #playmatters and why cities are embracing #playability: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.