



play matters for all kids

Aisha Alexander
Director of City Initiatives,
KaBOOM!

@kaboom
@aishathinker



There are barriers to play ...



Play can get lost in
daily schedules



It's hard to know if you're
playing enough



Play can involve
hassle factors

The solution is a new standard for cities that puts families first

PLAYABILITY



**Foster play
everywhere**



**Make cities
family-friendly**



**Create the corner
store of play**

#playability

To see how cities are putting families first, follow [@kaboom](#) on Twitter





What if cities were designed
with families in mind?





play matters for all kids



#playeverywhere



Play Everywhere CHALLENGE



kaboom.org



Transforming everyday spaces...



...into everyday PLAYces!



Funding Support



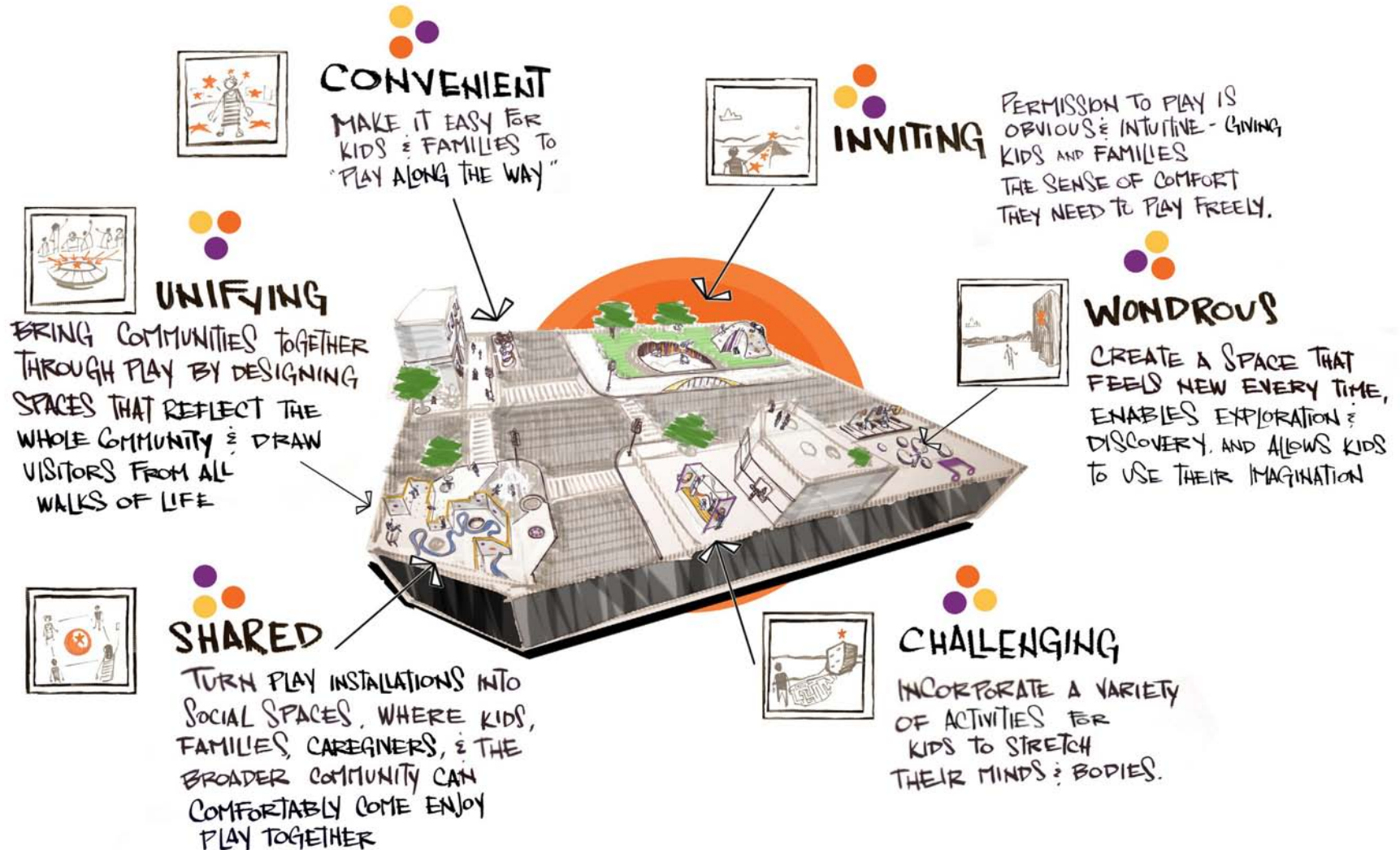
Strategic Support







Play Everywhere: Turning Everyday Spaces into PLAYces





Over 1,000 Applications

