



downtown  
business  
association

Media Release: Thursday, February 8, 2018

Date of Media Event: **Friday, February 9, 2018**

## Organizers to Unveil Design Plans for Downtown Edmonton's Only Playground!

Downtown is finally getting a much-needed community playground, and on Friday, February 9 Edmontonians will get a glimpse of what it will look like.

Fundraising began last year on a \$150,000 campaign to build the playground to be located in Dick Mather Park next to McKay Avenue School on 99 Avenue and 105 Street. The fundraising campaign has been a success, having already raised \$75,000 - half of its goal.

The Downtown Business Association has given \$10,000 in seed money to fund the playground and has been working with the Edmonton Public School Board and Manasc Isaac Architects on the design. Other organizations including the Edmonton Police Foundation, the Edmonton Community Foundation, Maclab Enterprises, and the City of Edmonton have also made sizeable financial contributions.

On Friday, organizers will unveil the design plans to the public, to encourage them to donate to the campaign. The plans will include modern playground equipment that complement the historic design of McKay Avenue School, and the 1881 Schoolhouse also located in Dick Mather Park.

Ian O'Donnell, Executive Director of the Downtown Business Association says the need for the playground reflects how Downtown is changing. "We have more families with children moving into the neighbourhood." He adds, "It's important that these children have green spaces in which to play and run around. It's all about being inclusive. It's about a Downtown for everyone."

Members of the media and the public are invited to view the design plans and to talk to the playground's organizers and partners, including representatives from the Edmonton Public School Board, the Downtown Business Association, the Edmonton Police Service, the Edmonton Community Foundation, the Downtown Edmonton Community League, as well as Councillor Scott McKeen, and MLA David Shepherd.

**Date:** Friday, February 9, 2018  
**Where:** The Gazebo in Dick Mather Park, 10425 – 99 Avenue  
**Time:** 12 Noon

For more information, or to interview Ian O'Donnell contact Katherine Hoy, DBA Communications Manager at 780.426.8579. Email: [khoy@edmontondowntown.com](mailto:khoy@edmontondowntown.com)