



FOR IMMEDIATE RELEASE

CONTACT: **Achievement Prep:** Sarah Jemison, 202-562-1214 ext. 152, sjemison@achievementprep.org
 The CarMax Foundation: Jennifer Curtis, 804-747-0422 ext. 4429, jen_curtis@carmax.com
 KaBOOM!: Bruno Tager, 202-464-6162, btager@kaboom.org

225 Washington, DC Volunteers Build Playground in Six Hours Partners Join Forces to Create a New Playground at Achievement Prep

September 3rd, 8:30 a.m. – 3:00 p.m.

Photo/Interview Opportunities Available

WHAT: More than 225 volunteers from CarMax ([@CarMaxCares](#)), [Achievement Prep](#) ([@AchievementPrep](#)), organizers from KaBOOM! ([@kaboom](#)) and Washington, DC residents will join forces on September 3rd to give area kids a new playground to explore, imagine and create. The design is based on children's drawings created at a special design event in July.

WHEN: **9/3/15**
 8:30 a.m. to 9:00 a.m. Kick-off ceremony
 10:00 p.m. to 1:00 p.m. **Best viewing of playground construction**
 1:00 p.m. to 2:30 p.m. Final construction phase
 2:30 p.m. to 3:00 p.m. Ribbon-cutting ceremony
 (Times approximate)

WHERE: **Achievement Prep**
 908 Wahler Place SE
 Washington, DC 20032

WHO: 225 volunteers from CarMax, Achievement Prep, and the local Washington, DC community
 Shantelle Wright, Founder & CEO, Achievement Prep
 Eilah Brown, Project Manager, KaBOOM!

WHY: 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 enables children to learn, grow and simply enjoy being a kid.

A high-achieving public charter school network with campuses located in Ward 8, Achievement Prep is in the process of redeveloping their Wahler Place Campus to better serve the needs of their 730 scholars, grades Kindergarten through 8. The KaBOOM! playspace will augment the renovation and new construction, allowing scholars better access to the play they deserve. This playspace will also bring Washington, DC one step closer to becoming more playable, by making it easier for kids to get the balanced and active play they need to thrive. A playful child has unlimited potential, and in building this playground together, more than 1100 kids will have the play-filled childhood they deserve.

Since 1996, KaBOOM! has been dedicated to bringing balanced and active play into the daily lives of all kids because KaBOOM! believes **#playmatters** for all kids.

Through a \$4.1 million partnership, The CarMax Foundation and KaBOOM! will build 30 playgrounds across the United States by the end of 2015, giving more than 100,000 children the joyful childhood they deserve. The CarMax Foundation supports the organization's goal of ensuring that all kids get the balanced and active play they need to become healthy and successful adults.

VISUALS: Before and after shots
 Volunteers assembling, carrying, and installing brightly colored playground equipment
 Volunteers moving 39,852 cubic feet of safety surfacing by hand
 Ribbon-cutting ceremony to dedicate the playground

Achievement Prep

Achievement Prep prepares students to excel as high-achieving scholars and leaders in high school, college, and beyond. Employing a rigorous curriculum to close the achievement gap, Achievement Prep provides Ward 8 scholars with the quality education they need and deserve. Since opening its doors in 2008, Achievement Prep has consistently set an example of excellence, having earned and maintained a Tier 1 ranking from the DC Charter School Board. Currently, Achievement Prep serves scholars at two campuses: Mississippi Avenue Campus for elementary school scholars, and Wahler Place Campus for middle school scholars. With the completion of the Wahler Place Campus Redevelopment Project in 2016, Achievement Prep will proudly offer 960 high-quality seats to scholars in grades PreK3 to eight,. For more information, visit achievementprep.org, and follow us at twitter.com/AchievementPrep or facebook.com/AchievementPrep.

The CarMax Foundation

The CarMax Foundation is designed to enrich the communities where our associates live and work and has donated more than \$25 million since 2003. Funding programs are made available through a portion of CarMax, Inc.'s pre-tax profits. CarMax, a member of the FORTUNE 500 and the S&P 500, and one of the FORTUNE 2015 "100 Best Companies to Work For," is the nation's largest retailer of used cars. Headquartered in Richmond, Va., CarMax currently operates 147 stores in 75 markets. The CarMax consumer offer features low, no-haggle prices, a broad selection of CarMax Quality Certified used vehicles, and superior customer service. During the 12 months ending February 28, 2015, the company retailed 582,282 used cars and sold 376,186 wholesale vehicles at our in-store auctions. For more information, access the CarMax website at www.carmax.com. For more information on The CarMax Foundation, visit <http://www.carmaxcares.com>.

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 nearly 16,300 playgrounds, engaged more than one million volunteers and served 8.1 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: visit kaboom.org or join the conversation at twitter.com/kaboom or facebook.com/kaboom.

###