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## PRESS RELEASE

**City of Brevard: Joshua Freeman, (828) 885-5630**  
**BCBSNC Media Line: (919) 765-3005**  
**NCRPA Contact: Matt Carusona, (919)-832-5868**

**For Immediate Release: Friday, August 28, 2015**

### **Colorful Playground Just a Hop, Skip and a Jump Away** *City of Brevard awarded grant to update outdoor spaces and increase healthy activity*

The City of Brevard recently received a grant to transform a public area into an imaginative space for families to play and be active outdoors. Blue Cross and Blue Shield of North Carolina (BCBSNC) and the North Carolina Recreation and Park Association (NCRPA) are supporting healthier communities by installing PlayPrints across the state.

PlayPrints are ground markings, or colorful shapes and games that are painted on existing pavement (see example, right). The bright colors and interactive designs are meant to encourage visitors to take part in more physical activity. Community agencies across North Carolina were invited to apply.

“Receiving a PlayPrints grant is a helpful step as we continue to grow healthy and active opportunities in our community,” said Brevard Mayor Jimmy Harris. “Our citizens will have new and creative ways to engage with our bike / hike path and have fun participating in physical activity outdoors.”

The City intends to install PlayPrints along the bike / hike path system in two locations: adjacent to Davidson River School and Pisgah Forest Elementary, and adjacent to the City Platt Boy’s & Girl’s Club of Transylvania County. Adding PlayPrints will offer another feature for visitors of all ages to use in a variety of physical activities.

“We want to promote healthy habits at an early age and make it fun for North Carolinians to get outside and get active with their families,” said Kathy Higgins, vice president of corporate affairs at Blue Cross and Blue Shield of North Carolina. “PlayPrints are a simple way to take existing outdoor spaces in our communities and transform them into a center for healthy activity and imaginative play.”



Sunflower  
Hopscotch.

*Image Courtesy of  
the North Carolina  
Recreation & Park  
Association*

Over the next two years, PlayPrints will be popping up at open play spaces as part of BCBSNC's Get Outside North Carolina! (GO NC!) program. Go NC! builds healthy and active lifestyles through the advancement of greenway systems, increased access to public bicycles and the overall promotion of outdoor physical activity.

"Providing fun and creative avenues to engage our communities by adding PlayPrints to our parks and greenways is an exciting way to encourage citizens of all ages to have a little fun while increasing physical activity," said Michelle Wells, executive director at NCRPA.

For a complete list of PlayPrints recipients and to follow progress as PlayPrints are installed throughout the state visit [www.NCRPA.net/PlayPrints](http://www.NCRPA.net/PlayPrints) or follow @NCRPA @BCBSNC or #PlayPrints on Twitter and Facebook.

**About the City of Brevard:** The City of Brevard is committed to maintaining and enhancing Brevard's high quality of life, improving public health, and protecting the environment by expanding opportunities for recreation and non-motorized vehicle transportation. Since 2008 the City has delivered a top-notch Safe Routes to School Program that educates elementary & middle school students on the health benefits of walking & biking, and that teaches students how to safely navigate crosswalks and to safely ride bicycles in traffic. Also, the City of Brevard recently completed the Cherry Street Greenway, the latest addition to a bike / hike path network that extends from Davidson River Campground and the Art Loeb Trail to Mclean Road, and which will eventually connect to Main Street and Brevard High School. Visit the City of Brevard online at [www.cityofbrevard.com](http://www.cityofbrevard.com).

**About Blue Cross and Blue Shield of North Carolina:**

Blue Cross and Blue Shield of North Carolina improves the health and well-being of our customers and communities by providing innovative health care products, services and information to more than 3.91 million members, including approximately 1 million served on behalf of other Blue Plans. Since 1933, we have worked to make North Carolina a better place to live through our support of community organizations, programs and events that promote good health. We have been recognized as one of the World's Most Ethical Companies by Ethisphere Institute every year since 2012. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Visit BCBSNC online at [bcbsnc.com](http://bcbsnc.com). All other marks are the property of their respective owners.

**About the North Carolina Recreation & Park Association:**

Founded in 1944, the North Carolina Recreation & Park Association (NCRPA) is the premier nonprofit education and advocacy organization, dedicated to the advancement of the park, recreation and leisure professions in our state. NCRPA empowers park and recreation professionals and citizen board members through educational opportunities that enhance their ability to change lives and impact communities on a daily basis for the citizens of North Carolina. For an overview of the programs and services offered by the organization, visit [www.ncrpa.net](http://www.ncrpa.net).