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NEWS RELEASE

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For Immediate Release

Colorful Playground Just a Hop, Skip and a Jump Away

The Town of Rutherfordton has been awarded grant to update outdoor spaces and increase healthy activity

Rutherfordton N.C. – The Town of Rutherfordton 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. 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 at Crestview Park is a helpful step as we continue to grow healthy and active opportunities in our community”, said Mayor Jimmy Dancy “Park visitors will have new creative ways to engage with our public space and have fun participating in physical activity outdoors.”

Crestview Park serves as the anchor facility in our region for active sports, featuring baseball and softball fields, basketball, tennis, playgrounds, walking trails and access to the Greenway system. This park receives many annual visitors from the Town and region through tournaments, league play and local schools. The addition of the play prints will further our ability to provide unique outdoor recreational opportunities for the residents and visitors of Rutherfordton.

“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.”

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 or follow @NCRPA @BCBSNC or #PlayPrints on Twitter and Facebook.

About the Town of Rutherfordton:

Chartered in 1787, Rutherfordton is one of the oldest towns in Western North Carolina. Our founding along a ridgeline offer vistas of a rolling countryside, leading to a backdrop of the great Blue Ridge Mountains. Our history runs deep here, and we are a community of firsts. You can still sense our past in the traditional historic brick buildings in downtown, as well as the stately antebellum homes that line our streets. Today, we are known within the region for our unrivaled quality of life, the beauty of our place, and our pride in our community. We provide a wealth of cultural and creative arts more commonly found in a large city, and an abundance of outdoor recreation activities found only in more rural places. Our downtown is the heart of activity and energy in our community, where new discoveries are made every day.

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. 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.

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