

**FOR IMMEDIATE RELEASE**

**North Carolina Park and Recreation Departments Receive PlayPrints Grants  
from Blue Cross Blue Shield of North Carolina**

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The North Carolina Recreation and Park Association (NCRPA) collaborated with Blue Cross and Blue Shield of North Carolina (BCBSNC) to build healthier communities by providing grants to install PlayPrints at outdoor spaces across the state. PlayPrint grants have been awarded to over forty local park and recreation departments across North Carolina.

PlayPrints are ground markings of colorful shapes, images and games painted on open pavement. Research shows that children who visit playgrounds with markings take part in a greater amount of physical activity during recess than children at unmarked playgrounds[i].

“Bringing PlayPrints to parks and community centers across our state provides another opportunity for children to have fun and be more physically active. The colorful and creative designs are eye catching and allow children to play standard games or create their own” stated NCRPA Executive Director Michelle Wells

PlayPrints is part of BCBSNC’s Get Outside North Carolina! (GO NC!) program. GO NC! helps North Carolinians build healthy and active lifestyles through the advancement of greenway systems, increased access to public bicycles and the overall promotion of outdoor physical activity.

“It’s inspiring to see the commitment of local organizations to engage our communities in physical activity,” said Kathy Higgins, vice president of corporate affairs at BCBSNC. “We are proud to work alongside NCRPA to support creative use of our existing outdoor spaces and build healthier communities across the state.”

PlayPrints will be installed around the state through the Fall of 2016. To find out more information about PlayPrints and find out when they are ready for action, visit [www.NCRPA.net/PlayPrints](http://www.NCRPA.net/PlayPrints).

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<sup>[1]</sup> Stratton G, Mullan E. The effect of multicolor playground markings on children’s physical activity level during recess. Prev Med. 2005;41(5–6):828–833.

**The city and county parks and recreation grantees are:**

- **Albemarle Parks & Recreation** - Stanly County
- **Archdale Parks & Recreation** - Randolph County
- **Benson Parks & Recreation** - Johnston County
- **City of Brevard** - Transylvania County
- **Buncombe County Recreation Services** - Buncombe County
- **Burlington Recreation & Parks** - Alamance County
- **Cabarrus County Active Living & Parks** - Cabarrus County
- **Carteret County Parks & Recreation** - Carteret County
- **Chapel Hill Parks & Recreation** - Orange County
- **Clayton Parks & Recreation** - Johnston County
- **Dare County Parks & Recreation** - Dare County
- **Durham Parks & Recreation** - Durham County
- **Fletcher Parks & Recreation** - Henderson County
- **Gates County Parks & Recreation** - Gates County
- **Graham County Recreation Department & Health Department** - Graham County
- **Graham Recreation & Parks** - Alamance County
- **Granite Falls Parks & Recreation** - Caldwell County
- **Greensboro Parks & Recreation** - Guilford County
- **Henderson County Parks & Recreation** - Henderson County
- **Indian Trail Parks & Recreation** - Union County
- **Jacksonville Recreation & Parks** - Onslow County
- **Kinston-Lenoir County Parks & Recreation** - Lenoir County
- **Knightdale Parks, Recreation & Cultural Programs** - Wake County
- **Lee County Parks & Recreation** - Lee County
- **Lexington Parks & Recreation** - Davidson County
- **Lincoln County Parks & Recreation** - Lincoln County
- **Mecklenburg County Park & Recreation** - Mecklenburg County
- **Oak Island Parks & Recreation** - Brunswick County
- **Oxford Parks & Recreation** - Granville County
- **Person County Recreation, Arts & Parks** - Person County
- **Pinehurst Parks & Recreation** - Moore
- **Pitt County Community Schools & Recreation** - Pitt County
- **Randleman Parks & Recreation** - Randolph County
- **Town of Rutherfordton** - Rutherford County
- **Selma Parks & Recreation** - Johnston County
- **Siler City Parks & Recreation** - Chatham County
- **Smithfield Parks & Recreation** - Johnston County
- **Southern Pines Recreation & Parks** - Moore County
- **Tarboro Parks & Recreation** - Edgecombe County
- **Thomasville Parks & Recreation** - Davidson County
- **Wilmington Parks & Recreation** - New Hanover County

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**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).

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