



**DISCOVER®**



DOING THE MOST GOOD™



*Positive Choices. Lifelong Solutions.*

**FOR IMMEDIATE RELEASE**

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**DESIGNED BY KIDS, BUILT BY VOLUNTEERS: DISCOVER®, SALVATION ARMY, NICASA, AND KaBOOM! TEAM UP TO BUILD NEW PLAYGROUNDS IN JUST ONE DAY FOR ILLINOIS CHILDREN**

- What:** Nearly 700 volunteers from Discover, Nicasa, Salvation Army, organizers from KaBOOM! and residents of the communities will join forces on September 24th and 25<sup>th</sup> to build new, safe playgrounds. The new playground designs are based on drawings provided by children who attended Design Day events in Chicago and Round Lake.
- Why:** The new playgrounds will provide a safe place for the hundreds of children per year who come to play. The playground builds are one of more than 150 KaBOOM! is leading across the country in 2009 in an effort to provide a great place to play within walking distance of every child in America.
- When:** Sept. 24 & 25  
8:30 AM – Kick off and volunteer deployment  
11:00-1:00 PM – Best time to view playground under construction  
2:30 PM – Ribbon-cutting ceremony to dedicate new play area  
*(Note: all times approximate)*
- Where:**

Sept. 24	Sept. 25
Mayfair Community Church	Nicasa
5040 North Pulaski Road	31979 N. Fish Lake Road
Chicago, IL 60630	Round Lake, IL. 60073
- Who:** Hundreds of volunteers from Discover, KaBoom!, Nicasa, Salvation Army, community residents and SPECIAL GUESTS AND OTHER VIPS (at both playground builds)

**Visuals:** Before and after shots of the site  
Volunteers assembling brightly colored playground equipment  
Volunteers moving a mountain of safety surfacing by hand  
Ribbon-cutting ceremony to dedicate the playground (at both playground builds)

### **Salvation Army**

The Salvation Army Metropolitan Division is one of the largest providers of social services in the State of Illinois, assisting clients in the Greater Chicago area, Northern Illinois and Northwestern Indiana. Among the services and programs provided by the Metropolitan Division are feeding programs for homeless people, children, and seniors; emergency housing for families and individuals; disaster services relief; youth programming; and early childhood development services. For more information about The Salvation Army, or to donate, please visit [www.salarmychicago.org](http://www.salarmychicago.org).

### **Nicasa**

Nicasa is a non-profit behavioral health and substance abuse treatment and prevention agency serving the Lake County area. Founded in 1966, Nicasa has been providing quality substance abuse treatment programming for more than 40 years. Its programs and services address both the causes and effects of substance abuse for men, women, youth, children, and families. They include in-school and after school programs, youth and family therapy, Teen Court, parent education classes, counseling, comprehensive women's services, and a residential recovery program. For more information, visit [www.nicasa.org](http://www.nicasa.org).

### **Discover**

Discover Financial Services (NYSE: DFS) is a leading credit card issuer and electronic payment services company with one of the most recognized brands in U.S. financial services. Since its inception in 1986, the company has become one of the largest card issuers in the United States. The company operates the Discover card, America's cash rewards pioneer, and offers student and personal loans, as well as savings products such as certificates of deposit and money market accounts. Its payments businesses consist of Discover Network, with millions of merchant and cash access locations; PULSE, one of the nation's leading ATM/debit networks; and Diners Club International, a global payments network with acceptance in 185 countries and territories. For more information, visit [www.discoverfinancial.com](http://www.discoverfinancial.com).

### **KaBOOM!**

KaBOOM! is a national non-profit organization that envisions a great place to play within walking distance of every child in America. Since 1995, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,600 new playgrounds, skateparks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including an online community, free online trainings, grants, publications and the KaBOOM! National Campaign for Play, which includes Playful City USA and Playmakers – a national network of individual advocates for play. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago and San Mateo, Calif. For more information, visit [www.kaboom.org](http://www.kaboom.org).

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