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**ECO-FRIENDLY PLAYGROUND TO BE DEDICATED TO THE CHILDREN  
OF NEW ORLEANS' LOWER NINTH WARD**

*-- On Make it Right's One-Year Anniversary, the PlayGreen Initiative Brings Together  
Kellogg Company, KOMPAN and BNIM to Dedicate Kellogg Park, the U.S.'s First  
Digital, Eco-Friendly Playground--*

*New Orleans, La.* -- After Hurricane Katrina slammed into New Orleans on August 29, 2005, much of the Lower Ninth Ward in New Orleans suffered catastrophic flooding and the vast majority of its residents lost their homes. Since the disaster, not a single playground has been built in the area, and the children of this part of New Orleans do not have a proper place to play. The Make it Right Foundation, headed by the actor and activist Brad Pitt, partnering with the PlayGreen Initiative, will dedicate Kellogg Park on **Wednesday, December 3, 2008**, aided by donations from Kellogg's Corporate Citizenship Fund, KOMPAN, Inc., and BNIM, a leading architectural firm.

Nearly \$500,000 worth of equipment, landscaping, and labor/services were donated to the park and playground, including a \$300,000 KOMPAN donation in equipment, a \$100,000 grant from Kellogg's Corporate Citizenship Fund and services provided by BNIM Architects and John Williams Architects.

BNIM, a national leader in sustainable design and also one of 12 design firms for the Make it Right Project, designed the overall site, and JWA, a New Orleans architectural firm, served as a local collaborator. Both the equipment and the site are designed using sustainable methods and materials that minimize the impact on the environment while providing exceptional play value and a quality community gathering place. The play space will be constructed in an environmentally sustainable way, using local suppliers, native plantings, and natural means to control water flow, thereby reducing pollution, runoff, and other problems associated with asphalt and more traditional playground design. The playground equipment is constructed using sustainable methods including the use of non-toxic, recyclable and environmentally friendly materials. Solar energy will also be used to power the electronic components on the new equipment.

"This project plants one more seed of hope and renewal in New Orleans," said Tim Knowlton, Kellogg Company vice president of corporate social responsibility. "On behalf of Kellogg people everywhere, this playground is dedicated to the children in the Lower Ninth Ward."

The Lower Ninth Ward is now the home to the most technologically advanced, solar powered, playground in the country and the first of its kind in North America. The playground equipment was donated by KOMPAN, Inc. ICON is a state of the art outdoor gaming platform that can be integrated into KOMPAN's climbing, exercise and playground equipment. A number of different ICON games energize play on the equipment and stimulate motion, strategic thinking and physical activity. Children can keep score and play alone, in pairs or in teams as they climb, jump, run and swing their way through the equipment.

"This park represents both the future of outdoor play with ICON interactive gaming and the future of the community of the Lower Ninth Ward," Tom Grover, President of KOMPAN, Inc. stated. "Play builds community, kids and much more. Everyone at KOMPAN is proud to be a part of this important rebuilding project."

For more information and photographs of Kellogg Park, please visit [www.playgreeninitiative.org](http://www.playgreeninitiative.org)

### **PlayGreen Initiative**

The PlayGreen Initiative is founded on a simple principle: With everything a child encounters, a child learns. Teaming with corporate and municipal partners, The PlayGreen Initiative brings childhood development opportunities to challenged communities in the United States and abroad, giving children a chance to not only engage in healthy, active play, but also learn the values associated with environmental sustainability. For more information, please visit [www.playgreeninitiative.org](http://www.playgreeninitiative.org).

### **Make It Right Foundation**

Make It Right's mission is built upon catalyzing redevelopment of the Lower 9th Ward by building a neighborhood of safe and healthy homes that incorporates modern, high-quality design and construction while preserving the spirit of the community's culture. Visit [www.makeitrightnola.org](http://www.makeitrightnola.org) for more information.

### **Kellogg Company**

With 2007 sales of nearly \$12 billion, Kellogg Company (NYSE:K) is the world's leading producer of cereal and a leading producer of convenience foods. Kellogg products are manufactured in 19 countries and marketed in more than 180 countries around the world. Kellogg Company and Kellogg's Corporate Citizenship Fund, the charitable arm of Kellogg Company, contributed more than \$40 million in cash and \$120 million in product to various charitable organizations around the world over the last five years. Visit [www.kelloggcompany.com](http://www.kelloggcompany.com).

### **KOMPAN**

KOMPAN, Inc. is a world leader in the design, manufacture and marketing of sustainable commercial playgrounds. KOMPAN's equipment is different from traditional playground equipment and is both visually captivating with its artistic approach to design, as well as very challenging to children's fitness, motor skills, and mental skills. KOMPAN specializes in designing unique, age-appropriate, and high quality playground equipment that strongly appeals to children and has the holding power to keep them playing longer and get them coming back for more. For more information on KOMPAN, please visit our website at [www.kompan.com](http://www.kompan.com)

### **BNIM**

With 38 years of experience as a multidisciplinary architectural firm, Berkebile Nelson Immenschuh McDowell has built a reputation for thoughtful and responsive design thorough technical competence and conscientious service. With offices in Kansas City, Missouri, Houston, Texas, and Des Moines, Iowa, BNIM has completed many significant public and private projects at both local and national levels. The firm's areas of expertise include sustainable design and community redevelopment, urban planning and design, educational facilities, campus master planning, and residential and corporate office spaces. BNIM is committed to restorative design, which aims to maximize human potential, productivity, and health while increasing the vitality of natural systems. Visit BNIM's website at [www.bnim.com](http://www.bnim.com).

### **John Williams Architects**

Williams Architects is a dynamic architecture firm with offices in New Orleans, LA and Mobile, AL. We approach all projects with enthusiasm and integrity. Architectural, interior design and planning services are provided within the framework of exceptional design responsibly meeting fiscal and timely schedules. The firm has won design awards for historic renovation and new construction from the American Institute of Architects, the Vieux Carre Commission, the Historic District Landmarks Commission and the City of New Orleans.

**IMAGES AND PRESS MATERIALS CAN BE FOUND AT [www.playgreeninitiative.org](http://www.playgreeninitiative.org)**