



Play Everywhere Philly

KABOOM! invites you to apply for Play Everywhere Philly, an exciting, collaborative competition, created by KABOOM! and funded by the William Penn Foundation, to bring together organizations and stakeholders in Philadelphia to create playful, interactive spaces that support child development and literacy skills in everyday locations throughout the city.

Participants will work with KABOOM! and project partners to develop installations at places like neighborhood lots, community gardens, pathways, and areas outside businesses, designed for kids aged 0-8 to strengthen caregiver and youth engagement and promote early childhood learning through a playful learning approach.

Kids spend 80% of their time outside of school, but many cities lack opportunities for play and informal learning outside of the classroom. Play Everywhere Philly will help fill this gap by developing playful learning installations in public spaces around the city.

Play Everywhere Philly applicants will receive technical assistance from two organizations: Playful Learning Landscapes Action Network, to help applicants incorporate playful learning approaches into their project designs, and Watchdog Project Management, to provide applicants with technical design assistance.

HOW TO APPLY

1 Express interest by submitting an **Idea Form** with your concept for how to introduce playful learning and literacy in your neighborhood through a Play Everywhere project. The form will be available on **May 1st, 2023** at kaboom.org/philly.

2 KABOOM! and PLLAN will review Idea Form submissions and provide **technical assistance to selected applicants** to fully develop their concepts.

ELIGIBILITY

- Applicants may apply from all sectors, including municipal organizations, government entities, community groups, non-profit organizations, local business groups, and faith organizations.
- All applicants must agree to and comply with the Play Everywhere Philly official rules.
- The project must be within the city limits of Philadelphia.



WHAT IS PLAY EVERYWHERE?

Play Everywhere is a unique KABOOM! initiative that aims to address playspace inequity by infusing play into the built environment, beyond traditional playspaces. Through Play Everywhere, KABOOM! has inspired playful installations in unexpected, but everyday spaces – sidewalks, public plazas, transit stops – making play easier and more widely available for kids and families. Play Everywhere Philly is funded by the William Penn Foundation.

WHY PLAYFUL LEARNING?

Playful Learning Landscape Action Network (PLLAN) uses a research-based approach that embeds learning goals into play for children and families to spark interactions that support learning and skill development.

Pilot projects designed to inspire playful learning have produced significant increases in adult-child conversations using color, spatial, numeric, and letter language – the very ingredients that support children’s literacy and STEM skills and prepare children for the future.



Urban Thinkscape
Play Everywhere
Installation in
Philadelphia

photo credit:
Sahar Coston-Hardy