



INDIANAPOLIS  
PARKS FOUNDATION

 A CICF Partner

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COMMUNICATIONS

## NEWS RELEASE

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### **Efroymson Family Fund grant will help increase benefit, awareness and support of parks in difficult financial times**

The Indianapolis Parks Foundation (IPF) announces it has received a \$30,000 grant from Efroymson Family Fund, a CICF affiliate. IPF will use the money to:

- organize and launch a social media campaign designed to ignite interest in and support of Indianapolis parks
- garner financial support from park allies and Indianapolis residents and businesses
- continue and improve upon its work in supporting the government-funded Indy Parks and Recreation.



Recent economic challenges, combined with extensive park maintenance and capital improvement needs throughout the city's parks system, have increased the importance of – and challenge to – the Indianapolis Parks Foundation in the last 12 months. Tax dollars alone cannot maintain and sustain Indy Parks. IPF supports Indy Parks' capital improvement, land acquisition and programming needs by seeking financial support from individuals, businesses and foundations in and around central Indiana.

“The Efroymson Family Fund grant will allow us to beef up our community outreach efforts, attract new volunteers who are interested in and passionate about parks, and spark contagious interest in all our parks have to offer,” says Cindy Porteous, IPF executive director. “We want to gather and mobilize volunteers who believe in the value of parks, green space and recreation and give a strong voice to the Indianapolis community.” IPF hopes that an aggressive social media marketing campaign based on advocacy and communication will create a renewed awareness about – and hunger for – parks in Indianapolis.

Sparking interest in parks and showing residents what parks offer people of all ages, economic status and abilities is a significant step toward being able to attract donations from individuals, businesses and community organizations. Those donations, in turn, will go directly toward improving the more than 200 parks, 60 miles of trails and 11,000 acres of green space in Indianapolis. Currently, IPF and Indy Parks together have identified three areas needing the most support:

1. completing the 6.2-mile Pennsy Trail greenway on the eastside of Indianapolis
2. replacing 45 outdoor play structures that are unsafe and outdated
3. after-school and summer programs for at-risk youth.

#### **About the Efroymson Family Fund and Indianapolis Parks Foundation**

The Efroymson Family Fund, a CICF affiliate, continues a long legacy of charitable commitment by the Efoymson family in central Indiana. It was established with four areas of interest: natural environment, welfare of the disadvantaged, historic preservation and well being of the Jewish people. The grant process is by invitation only.

The Indianapolis Parks Foundation seeks financial support from community partners such as service organizations, corporations and individuals to help purchase land, develop new parks, maintain existing parks, upgrade park facilities and provide support to programs benefiting children, families and seniors throughout Indianapolis. For more information about the Indianapolis Parks Foundation, visit [www.IndyParksFoundation.org](http://www.IndyParksFoundation.org) or call (317) 860-3250.

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