

ATTIC ANGEL COMMUNITY

MEDIA ALERT for Friday, Dec. 20, @ 9:30 am:

- **Christmas Comes Early** when “Attic Angels” bring their gift of a playground to children enrolled at The Playing Field early learning center in Madison
- **Special Playground Equipment** will serve emotional and developmental needs of children who have experienced trauma and other challenges such as autism
- **Attic Angel Association’s “Angels”** embraced a special fundraising project during their 130th birthday year in 2019 to honor their historic service to children

MEDIA EVENT SCHEDULE:

9:30 a.m. Friday, Dec. 20 at The Playing Field, 3910 Mineral Point Road, Madison

Media event begins in the adjacent church hall – proceed to church entrance.

■ **Brief remarks** by Mary Ann Drescher, president/CEO of Attic Angel Community, and Abbi Kruse, founder and executive director of The Playing Field

■ **Surprise unveiling** of the amount collected to fund a playground. This **visual delight** will involve **Santa’s elves** and **many children** who are enrolled at the early learning center.

■ **Brief tour of indoor sensory stations** that help children have fun while also learning to regulate their behavior. These types of stations will be replicated for an outdoor playground planned for spring 2020.

■ **In addition to the 2 giving remarks, the following will also be available for interviews at the event:**

- Chair of Attic Angel Association, Madison’s most iconic organization of volunteers
- A teacher from The Playing Field, who will use the equipment
- A parent of an enrolled child at The Playing Field, whose child will benefit from the equipment
- Donors of a matching gift fundraising challenge that was met

Background: Attic Angel Association was founded in 1889 by two sisters concerned about the welfare of children in Madison. The organization has grown to more than 500 women today and their philanthropy has expanded to seniors as well. Attic Angel celebrated its 130th birthday with an intergenerational party this past summer called “Life is a Playground!” and raised tens of thousands of dollars to build a sensory playground that will serve children in their most formative years – which translates to a better future for the entire community. Please attend the event to find out how much money was raised and to learn more about the need for this type of playground equipment to help children who experience trauma.

For more information, contact Kelly Cheramy: 608-662-8886 or kelly.cheramy@atticangel.org

* Day of Event: 608-347-6863 cell *