



# Community Concerns

## Keeping Local Sports Fields In Shape

(NAPSA)—A unique program could give local sports fields and parks a much-needed face-lift—and the result could be happier, healthier children.

The National Recreation and Park Association projects a \$38 billion funding deficit for basic needs of local parks over the next four years. Budget cuts for these parks and recreation departments could result in fewer places for kids to play, particularly in the inner cities.

Public fields are an invaluable resource to our nation's communities. That's why the Kellogg's Frosted Flakes Earn Your Stripes program plans to renovate 50 fields across the United States as part of its field renovation program. This initiative was created to provide children with the opportunity to stay active and be their very best by giving them better places to play.

The Earn Your Stripes initiative kicked off with the reveal of the first fully renovated field in Tampa with New Orleans Saints quarterback, Drew Brees. This event initiated a nationwide opportunity for parents to nominate local fields for renovation, demonstrating that before anyone can earn a single stripe, someone has to help give kids places to realize their promise and potential.

"Frosted Flakes' field makeover program and the first field renovation in Tampa are great examples of what we can do to help encour-



### **NFL quarterback Drew Brees unveils the first renovated field during Super Bowl week in Tampa.**

age our kids to be active and stay healthy," said Brees. "It just takes a few minutes for parents to go online to [frostedflakes.com](http://frostedflakes.com), nominate a field and make a difference in kids' lives."

#### **How to "Earn Your Stripes" in The Community**

- Adults 18 years of age or older may nominate a designated outdoor baseball, softball, T-ball, soccer, football, lacrosse, field hockey field, track or basketball court in their local community for a makeover.

- Registration and entry submission are free and entrants are required to answer a few questions about the field, why it needs to be renovated and how a makeover would help the community.

- Nominations will be accepted online at [www.frostedflakes.com](http://www.frostedflakes.com) until March 31, 2009. The site also has more information on the program and on ways to get involved in the field renovation initiative.