



Media Release

THE CORPORATION OF THE CITY OF VERNON
3400 – 30 Street
Vernon, BC
V1T 5E6

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MEDIA CONTACT: Christy Poirier, Manager, Communications & Grants

TELEPHONE: 250-550-3539

Vernon celebrates its new Jumpstart Inclusive Playground

The City of Vernon and Canadian Tire Jumpstart Charities (Jumpstart) are proud to announce the official celebration of a Jumpstart Inclusive Playground in Marshall Field Park, that opened to public last fall. At approximately 7,500 square feet, the Jumpstart playground is an imaginative and accessible space where kids of all abilities can experience the magic of play.

“We are so excited to officially celebrate the opening of the Jumpstart Inclusive Playground in Vernon,” said Mayor Victor Cumming. “This is a significant investment into Marshall Field Park and a wonderful addition to Vernon’s park offerings! Ever since construction of the playground was completed, we have seen many, many children and families come and enjoy this space on a daily basis.

“On behalf of the City, I’d like to thank Canadian Tire Jumpstart Charities and local Associate Dealer Jack D’Amico for this generous donation to help provide a safe and enjoyable space for all kids in Greater Vernon.”

The state-of-the-art facility is thoughtfully designed to accommodate sensory, cognitive, and physical disabilities. Through collaboration with Jumpstart and thanks to the generosity of local Canadian Tire Dealer Jack D’Amico, local kids of all abilities can play together side-by-side, fostering a stronger, more inclusive, and healthier community.

“Through play, kids have the opportunity to develop valuable life skills such as teamwork, confidence and creativity,” said Scott Fraser, President of Canadian Tire Jumpstart Charities. “We are proud to partner with the City of Vernon and our local Canadian Tire Dealer to bring the power of inclusive play to families across the Greater Vernon area.”

Conveniently located adjacent to sport and recreation facilities, the Marshall Field Park location is a hub for recreation in the community. The Jumpstart playground is part of the Charity’s Inclusive Play Project, a five-year fundraising commitment from Canadian Tire Corporation focused on inclusive infrastructure and programming, to help remove barriers to sport and play.



Above (L-R): The Canadian Tire Jumpstart Charities Inclusive Playground is officially opened in Vernon, BC. Katlyn Soanes, Regional Manager Pacific, Canadian Tire Jumpstart Charities, Scott Fraser, President of Canadian Tire Jumpstart Charities, Councillor Kari Gares, Mayor Victor Cumming, Jack D'Amico, Canadian Tire local Associate Dealer, Carmina Barone, Angelina D'Amico, Jenna D'Amico, Councillor Scott Anderson, Councillor Kelly Fehr)