

FOR IMMEDIATE RELEASE

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NEW LOOKING GLASS PLAYGROUND OPENS AT FOREST PARK

ST. LOUIS, April 19, 2006 – Forest Park Forever announces the opening of its \$2 million Looking Glass Playground at Forest Park. The 12-acre park will be unveiled after a ribbon-cutting ceremony on Saturday, May 6, at 10 a.m.

Looking Glass Playground is a children's park designed for children with special needs. Made out of soft polymers and plastics to minimize injuries, all the attractions are colorful, interactive and safe.

“We are so excited to open a playground for children of all ages and abilities,” says Jim Mann, executive director of Forest Park Forever. “At Looking Glass Playground, everyone is transported to a magical place.”

Some of the many attractions within the park are a child-sized version of Candy Land and an Alice in Wonderland path. The path winds throughout the entire park and is complete with colorful reproductions of the characters, including the hare Alice chased down the rabbit hole.

The children's park is located on the west end of the park behind the Saint Louis Art Museum and west of the main entrance of the Saint Louis Zoo in Kennedy Forest. The park is gated with the main entrance on Governor Drive. Each child and accompanying parent will be given matching, coded armbands for safety. Entrance to the park is free for children younger than five and \$2 for older children. Adult admission is \$5. The park is open from 8 a.m. to 5:30 p.m. every day except Christmas.

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The Pujols Family Foundation donated \$2 million to Forest Park Forever to fund the playground. Albert Pujols, first baseman for the St. Louis Cardinals, and his wife, Deirdre, founded the Pujols Family Foundation in 2005. The organization is dedicated to the love, care and development of people with Down syndrome and their families. The couple's daughter, Isabella Pujols, has Down syndrome.

Forest Park Forever, a private, nonprofit organization, was founded in 1986 to work in partnership with the city of St. Louis and the Department of Parks, Recreation and Forestry to make Forest Park a premier urban park. Over the past decade, more than \$94 million has been invested in the restoration of this community treasure.

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Forest Park Forever
Dennis & Judith Jones Visitor and Education Center
5595 Grand Drive in Forest Park
St. Louis, MO 63112

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LOOKING GLASS PLAYGROUND

Backgrounder

Looking Glass Playground is a children's park located on the west end of Forest Park, behind the Saint Louis Art Museum and west of the main entrance of the Saint Louis Zoo in Kennedy Forest. The 12-acre park is designed for children with special needs. Made out of soft polymers and plastics to minimize injuries, all the attractions are colorful, interactive and safe.

The park is gated with the main entrance on Governor Drive. Each child and accompanying parent will be given matching, coded armbands for safety. Entrance to the park is free for children younger than five and \$2 for older children. Adult admission is \$5. The park is open from 8 a.m. to 5:30 p.m. every day except Christmas.

The Pujols Family Foundation's \$2 million gift funded the project, complete with an Alice in Wonderland path. The path winds throughout the entire park and is complete with colorful reproductions of the characters, including the hare Alice chased down the rabbit hole. Other attractions include child-sized games such as Candy Land.

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Albert Pujols, first baseman for the St. Louis Cardinals, and his wife, Deirdre, founded the Pujols Family Foundation in 2005. The organization is dedicated to the love, care and development of people with Down syndrome and their families. The couple's daughter, Isabella Pujols, has Down syndrome.

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LOOKING GLASS PLAYGROUND IS A REGULAR WONDERLAND

ST. LOUIS, April 19, 2006 – Three-year-old Lucia Pujols explores Looking Glass Playground at Forest Park. The 12-acre park, opening May 6, at 10 a.m., is designed for children with special needs. Made out of soft polymers and plastics to minimize injuries, all the attractions are colorful, interactive and safe. Attractions include a child-sized version of Candy Land and an Alice in Wonderland path.

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ALICE MOVES INTO LOOKING GLASS PLAYGROUND

ST. LOUIS, April 19, 2006 – Alice the rabbit, a bronze sculpture, is installed at Looking Glass Playground at Forest Park. The 12-acre park, opening May 6, at 10 a.m., is designed for children with special needs. Attractions include a child-sized version of Candy Land and an Alice in Wonderland path. The 14-foot-tall Alice sculpture looks over the Wonderland path. Joe Dulles, a renowned bronze sculptor, created the artwork.

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April 19, 2006

Ellen Futterman
St. Louis Post-Dispatch
900 N. Tucker Blvd.
St. Louis, MO 63101

Dear Ellen:

Don't be late, late for a VERY important date!

Please join Forest Park Forever as we follow Alice and the White Rabbit down the rabbit hole at the brand new Looking Glass Playground. The ribbon-cutting ceremony is Saturday, May 6, at 10 a.m.

Looking Glass Playground is a children's park located on the west end of Forest Park, behind the Saint Louis Art Museum and west of the main entrance of the Saint Louis Zoo in Kennedy Forest. The 12-acre park is designed for children with special needs. The Pujols Family Foundation's \$2 million gift funded the project, complete with an Alice in Wonderland path.

Get Out section readers would love to read about Forest Park's newest playground – it's a place where children of all ages can come together and have fun. We would love to see you at the opening ceremony. Feel free to use the enclosed information to develop a story about the park. Please contact me at (314) 640-1028 to set up an interview. I'll follow-up next week to check your interest.

Sincerely,

Colleen Jaycox
Public Relations Director
Forest Park Forever

Enclosure

LOOKING GLASS PLAYGROUND OPENING PSAs

- :30** Don't be late for this very important date! Forest Park Forever and the Pujols Family Foundation are proud to announce the opening of the Looking Glass Playground. Complete with a life-sized game of Candy Land and an Alice in Wonderland path, the new children's park is designed for children with special needs. Children of all ages and abilities are invited to the ribbon-cutting ceremony on Saturday, May 6, at 10 a.m. All proceeds from the opening will be donated back to the park to help in its maintenance and upkeep. Call 314/1-LG-PARK to join the fun.
- :20** Where did Alice go when she followed the white rabbit? To the new Looking Glass Playground at Forest Park, of course. Join Forest Park Forever and the Pujols Family Foundation for the grand opening of the new park designed for children with special needs on Saturday, May 6, at 10 a.m. All proceeds from the opening will be donated to the park for maintenance and upkeep. Call 314/1-LG-PARK for more information.
- :10** The Cheshire Cat is a fan, and you will be too! Join Forest Park Forever and the Pujols Family Foundation for the opening of the Looking Glass Playground on Saturday, May 6, at 10 a.m. Call 314/1-LG-PARK for more information.