

PRESS RELEASE



For Immediate Release

July 28, 2020

Contact and Media Inquiries:

Erin LeMoine
Lawn of Love Coordinator
Kids Impact Community, LLC.
414-477-7289
erinlemoine@kicmke.org

KIDS IMPACT COMMUNITY LAUNCHES LAWN OF LOVE AT EASTCASTLE PLACE

*Milwaukee Children Share Signs of Love, Support in Outdoor Pop-Up Display
to Senior Citizens During Coronavirus Pandemic*

MILWAUKEE, Wis. -- Thursday, July 30th; (back-up rain date: Friday, July 31). Kids Impact Community (KIC) launches Lawn of Love, a pop-up lawn display to bring joy to residents at Eastcastle Place (2505 E. Bradford Place, Milwaukee, WI 53211) during this time of isolation. Kids Impact Community child artists created drawings and inspirational messages that will be on display for one week at prearranged nursing homes, assisted living facilities and senior centers throughout Milwaukee from the end of July through the beginning of October.

In addition to the lawn display launch at Eastcastle Place, families will be chalking the circle drive sidewalk with messages of love in front of the main entrance. The chalk artist crew will begin at 9 a.m. with the installation of the lawn display at 10 a.m.

Kids Impact Community is committed to instilling the belief in our children that they are responsible for and capable of being dynamic and change-making citizens within their community. Through Lawn of Love we hope to brighten the day of Eastlecastle's residents, many who were once "Grandfriend" participants in KIC's intergenerational playgroup that is now on hiatus during the pandemic.

Nursing homes, assisted living facilities and senior centers have ended visitation and shuttered nearly all of the gathering places for older adults across the country in an effort to protect them from the disease. Though necessary, these efforts can have a devastating effect on a population who already faces an increased risk for loneliness and social isolation.

###



Kids Impact Community, LLC., strives to provide an environment where all children and families feel safe and affirmed, valued and reflected. We are unaffiliated with any faith traditions or other organizations. We partner with diverse, established, and effective organizations within Milwaukee that, like us, recognize the capability of children to make change, serve others, and build relationships.

KIC is a 501(c)(3) non-profit organization, through which persons of diverse color, ethnicity, sexual orientation, family configuration, enablement and socioeconomic status learn and serve together.

Kids Impact Community, LLC • PO BOX 170694, Milwaukee, WI 53217 • www.kicmke.org