

The **PKZ** Update

Parramore . Kidz . Zone

October 2006

PARRAMORE KIDZ ZONE

Parramore is a historic downtown Orlando neighborhood that 2,066 children call home. Led by the City of Orlando, Parramore Kidz Zone (PKZ) will link a critical mass of Parramore children to pre-kindergarten programs, pediatric health and dental care, mentoring, constructive activities during out-of-school hours, and other positive opportunities, to help them grow up strong, healthy and well educated. PKZ includes a coalition of more than 40 community partners who have combined their efforts to "move the needle" on child well-being in the neighborhood.

"The strength of Parramore Kidz Zone is the unprecedented community support. Rather than starting new programs, Parramore Kidz Zone is a unique opportunity to grow and enhance existing community services, developing an effective model of prevention that can later be replicated in our City's other low-income neighborhoods," said Orlando Mayor Buddy Dyer.



LEGACY TRUST FOR ORLANDO CHILDREN

In January 2006, Mayor Buddy Dyer and City Commissioners approved the establishment of the Legacy Trust for Orlando Children at the Community Foundation of Central Florida. Dedicated to improving the lives of low-income children and families in the City of Orlando, the Legacy Trust will help children and families residing in low-income Orlando neighborhoods (starting in Parramore) to participate in pre-k programs, health care, after school activities, mentoring, youth jobs and higher education programs, and programs that build family economic security. The Trust's first project is Parramore Kidz Zone.

To raise the first installment of funds for the Legacy Trust/Parramore Kidz Zone, Orlando Mayor Buddy Dyer held the Second Annual CityKidz! Buddy's Benefit for Children event in April 2006. Top sponsors included Mirabilis Ventures, Inc., Kuhn Management, Universal Orlando, Walt Disney World, Wayne Densch Charities, Inc., Orlando Utilities Commission and TECO Peoples Gas. The event raised \$600,000 in one evening. A special thanks to those who generously helped to create a legacy of investment in Orlando's children.



In addition, on July 13, 2006, Mayor Buddy Dyer announced that the Robert Wood Johnson Foundation (RWJF) awarded a matching grant to the Community Foundation of Central Florida to fund Parramore Kidz Zone. The RWJF grant is being matched by community partners, including the Dr. P. Phillips Charities, the Edyth Bush Charitable Foundation, Kiwanis Club of Orlando Foundation, and Universal Orlando.



If you are interested in making a financial donation to the Legacy Trust for Orlando Children, please contact the Community Foundation of Central Florida at 407-872-3050.

NEIGHBORHOOD OUTREACH

The City of Orlando has engaged Community Concepts Services, Inc. (CCSI) to conduct outreach in Parramore. Strategies utilized by CCSI's Director, Toni Shinn, include "Hooking It Up" - a donated 1983 Plymouth Reliant that was refurbished by a team of Parramore teens. The teens "hooked up" the car with a custom radio/CD/DVD player, custom-made pearl purple paint job, leather interior, and CityTeenz logo on the hood, trunk and doors. The car was unveiled for the first time on May 3, 2006, when Mayor Buddy Dyer and Commissioner Daisy W. Lynum hit the streets and arrived at the Callahan Neighborhood Center in the new CityTeenz car. The car is now recognized throughout Parramore as a moving advertisement for PKZ and its services. A special thanks to sponsors who made this car possible – Hotglow Neon and Accessories, Aces Complete Auto Upholstery, Autoloc, PPG Paints, Audio Optics Accessories, Exide Technologies, Ben's Paint and Supply, Orlando Tire and Wheel and Tigers Den Entertainment.



In addition, CCSI has organized a series of teen dances and other events to "brand" PKZ, give youth safe and healthy alternatives to the streets, and rebuild social cohesion in the neighborhood. The most recent dance, held at the Orlando Downtown Recreation Center was attended by over 200 neighborhood youth.

LINKING KIDS TO POSITIVE OPPORTUNITIES

This summer, PKZ paid for more than 500 Parramore teenagers to attend summer camps and arts, sports, technology, and academic programs, including a three week experience at UCF's School of Film and Digital Media, acting workshops at the MAD COW Theater, and participation on football, volleyball, and track & field leagues.

*"CityTeenz provides kids with summer alternatives that allow them to explore areas that could lead to future careers. Many of these kids wouldn't have the means to attend summer camps, so the City is paying camp fees as well as providing bus passes,"*said Buddy Dyer, Orlando Mayor.



The summer program concluded on Saturday, July 29 at a Back-to-School Jam, with games, food and entertainment, including performances by local teenagers, at the Dr. J. B. Callahan Neighborhood Center. Teens received free backpacks and school supplies provided by Sams Club, WEEKENDS of Greater Orlando and Project Outreach, and a CityTeenz participant/Jones High School graduate received a \$500 college scholarship from the Delta Mu Philos sorority.

As summer drew to a close, PKZ launched the Callahan Chargers youth football team, under the direction of Coach Michael Haugabook. Twenty-four Parramore children, ages 8 to 11 years old, play on this Pee Wee League team, which practices Monday through Thursday at Grande Avenue Elementary School. So far, the Chargers' 3 wins, 3 losses record is remarkable considering that many of the children are first time players. All uniforms, refreshments, transportation and equipment were paid for thanks to a generous donation to PKZ from the Track Shack Foundation.

Future events are planned, including monthly "Movies in Park" and the PKZ Fall Break Bash on October 13, 2006.

If you wish to refer a child to PKZ, please contact Toni Shinn with CCSI at 407-292-6500 or cityteenz@gmail.com.

If you would like more information, or wish to get involved with PKZ, please contact Cheryl Rainsberger, at the City of Orlando's Families, Parks and Recreation Department, 407-246-3820 or cheryl.rainsberger@cityoforlando.net.

