



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Timber Town 2.0 crowdfunding campaign surpasses \$50,000 goal

MT. PLEASANT, Mich. – With the generosity of several community members, businesses and organizations, the City of Mt. Pleasant surpassed its \$50,000 crowdfunding campaign goal for the Timber Town 2.0 playground project. This one-of-a-kind, universally accessible play structure will replace the 22-year-old Timber Town playscape at Island Park in May 2017.

Administered through the crowdgrant organization, Patronicity, donations made during the 45-day fundraiser were matched through the “Public Spaces Community Places” program of the Michigan Economic Development Corporation (MEDC) and Michigan State Housing Development Authority’s (MSHDA), bringing the total donation amount to \$102,400.

“Thank you to all who donated for your help in making this project a reality,” said Rick Ervin of the Timber Town 2.0 Citizens’ Committee. “The families and children in Mt. Pleasant will be benefitting from this great project for decades to come, and we could not have done it without the incredible support and enthusiasm of everyone who participated in this campaign.”

Special thanks to the following campaign donors for their contributions of \$500 or more:

Executive Level (Donation of \$5,000 or more)

- Isabella Bank
- Isabella Community Credit Union
- Mercantile Bank
- The Morey Foundation
- Mt. Pleasant Area Community Foundation (*Jane McNamara and Louise Williams Fund/ Kay Smith Family Fund/Community Impact Fund*)
- Muskegon Development

Skyline Level (Donation of \$1,500 or more)

- Doug and Melissa LaBelle Family Foundation
- LaBelle Management
- Merchandise Outlet
- Mount Pleasant Abstract and Title

- Mt. Pleasant Jaycees
- Mt. Pleasant Optimist Club

Tower Level (Donation of \$500 or more)

- General Agency Company
- Jim Batcheller
- Jim Holton
- Members First Credit Union
- Michael Swirtz
- Nancy Hartshorne

Built by the community in 1994, Island Park's Timber Town has become a place where people and families from all walks of life gather to play, relax and create memories. However, due to aging infrastructure and other structural challenges, the playground is in need of rebuilding.

Designed with input from hundreds of area elementary school children and members of the community, the new playscape will be constructed by volunteers over five days in May 2017, much like the original project more than two decades ago. The full design plan will be built on the existing Timber Town footprint and will be universally accessible. It includes areas for children ages 2-5 and 5-12, while also serving as a destination for recreation and fun for people of all ages.

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See attached photo: Designed with input from local kids, the plans for Timber Town 2.0 were revealed in August.

