



NEWS RELEASE

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COUNTY PARK FRIENDS LAUNCHES “ALL KIDS PLAY 2025” CAMPAIGN TO EXPAND ACCESS TO PARKS AND YOUTH PROGRAMS

SANTA CRUZ COUNTY, CA — County Park Friends, the nonprofit partner of Santa Cruz County Parks, has launched its *All Kids Play 2025* campaign with an ambitious goal to raise \$100,000 by December 2025. The campaign supports scholarships and park improvements that make it possible for local youth to enjoy healthy, active, and enriching experiences outdoors.

Every child in Santa Cruz County deserves the chance to learn to swim, join a sports camp, or explore nature through park programs — but many families cannot afford the fees. Through *All Kids Play* scholarships, County Park Friends ensures that cost is never a barrier to participation.

Last year, community donations helped connect 1,111 youth to County Parks programs and fund 383 full scholarships for activities such as swim lessons, Pool Guards, sports camps, and nature programs. Demand continues to grow, with applications exceeding available funding each year.

To contribute or learn more, visit countyparkfriends.org. Every dollar raised stays right here in Santa Cruz County, building stronger kids, families, and communities through recreation, confidence, and connection.

About County Park Friends

County Park Friends is the nonprofit partner of Santa Cruz County Parks, dedicated to improving parks, trails, and recreational access for all residents. Through partnerships, volunteerism, and philanthropy, Friends connects people to the outdoors and to one another.