

## For Immediate Release

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### **Michigan Recreation & Park Association Brings New Focus to Parks & Recreation**

Delano, Minn. (Feb. 6, 2015) — Landscape Structures Inc., a Delano, Minn.-based commercial playground equipment manufacturer, along with its Michigan playground consultants, Superior Play L.L.C., will exhibit at the Michigan Recreation and Park Association (MRPA) Conference & Trade Show Feb. 10-13, in Lansing. The Conference will feature Mickey Fearn, professor of practice in the North Carolina State University's School of Natural Resources, as the keynote speaker. This learning experience was made possible through the 2014-2015 State Association Speaker Scholarship program from Landscape Structures.

As the former National Park Service Deputy Director for Communications and Community Assistance, Fearn will offer insight to park and recreation agencies to assist in creating great cities, parks and citizens. While changing demographics and conditions challenge parks and recreation professionals, Fearn will discuss opportunities to embrace these situations. Before joining the National Park Service, Fearn worked in Seattle where he held positions as the director of the City of Seattle's Innovation Project, executive director of the Neighborhood Leadership Program, Manager of Seattle's Race and Social Justice Initiative, and director of communication and citizen engagement in the department of parks and recreation. Additionally, he led the creation of the architecture to end youth violence in the City of Seattle, and developed programs connecting young people with nature.

The 75-minute keynote session will be presented at 8 a.m. on Thursday, Feb. 12. Attendees can also hear from Fearn during the educational session, *Embracing Emerging Opportunities*, at 11:45 a.m. in Banquet Room 7.

Following the keynote address, delegates will have the opportunity to visit Superior Play and Landscape Structures in the exhibit hall to learn about the newest playground innovations including nature-inspired colors, the Canyon Collection™ and a fresh new design for the HealthBeat® outdoor fitness system. Additionally,

Landscape Structures will present education sessions, *Designing Natural Play Environments* and *Designing Fitness-Focused Playgrounds*, at 10:15 and 11:45 a.m., respectively, in Room 202.

**About Landscape Structures Inc.**

Since 1971, Landscape Structures Inc. has been the leading manufacturer of commercial playground equipment in the world. The employee-owned company is committed to creating a better world by encouraging outdoor activities that develop healthy kids, families and communities. Landscape Structures designs better playgrounds that welcome all ages and abilities, become signature gathering spaces for communities and offer the most innovative play experiences. The company's mission from day one has been to enhance children's lives by fostering and creating inspiring play experiences while honoring the environment.

**About Superior Play L.L.C.**

Superior Play L.L.C. is a Michigan corporation founded in 2006 in Livingston County. The corporation was established by Eric Sheffer, a professional engineer with more than 20 years of experience. His team is comprised of park and recreation professionals with more than 50 years combined experience in the industry, as well as a support staff that provides excellent customer service. Superior Play represents leading manufacturers in the recreation industry who have established a premier reputation for quality products and services.