

ambassador's circle



Photo: Lou Wiener

Steve Soboroff, SI Board President Patrick McCabe, Tom Jones

Playa Vista Debuts Universally Accessible Playground

Playa Vista, the first new community to be built on the Westside of Los Angeles in 50 years, made dreams come true this April, when it debuted

a Universally Accessible Playground at the grand opening of its seven-acre Sports Park.

This wonderful play environment provides access to hundreds of children with disabilities in this region, in addition to providing a new site for Shane's Inspiration's innovative education program, "Together, We Are Able."

"The Shane's Inspiration playground and the Sports

Park as a whole bring a wonderful and much-needed resource to the local community," said Playa Vista President Steve Soboroff. "There is nothing better than witnessing happiness on children's faces, and Playa Vista is proud to be involved in such an accomplishment."

"It has been a pleasure to work with the team at Shane's Inspiration to create this fantastic amenity, right here in Playa Vista's backyard," remarked Tom Jones, vice president of planning for Playa Vista. "We are thrilled that children from throughout the local area are using the playground, as well as the entire Sports Park facilities."

The fully-inclusive playground is just one way that Playa Vista seeks to make a difference in the local community:

Playa Vista is devoting

more than 750 acres of parks and open space for the enjoyment of all!

The Playa Vista Educational Trust supports 16 local schools, funding such vital resources as library books, computers, playground equipment, and field trips for students.

Playa Vista Job Opportunities and Business Services (PVJOBS), a non-profit organization that sets aside 10% of all construction jobs and provides job placement opportunities for at-risk youth and adults, has filled more than 1,600 positions to date.

Playa Vista has committed \$125 million to improving traffic flow in a 100-square-mile area and supporting environmentally-friendly transportation.

On behalf of all our children, thank you to Playa Vista for setting the bar so high!

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15213 Burbank Boulevard
Van Nuys, CA 91411
(818) 988-5676 phone
www.shanesinspiration.org

Shane's Wish List

Your Email Address for electronic mailings. Send to: info@shanesinspiration.org
Subject: "Email for TB"

Projector for PowerPoint Presentations
New Phone System with 10 Lines
Sponsors for Buses for our Field Trips
Postage & Printing Sponsorship
Collating Copy Machine
Volunteers for Office & Events

"What do we live for, if it is not to make life less difficult for each other?"

—George Eliot

Fall 2007



IN THIS NEWSLETTER

Shane's Club Expansion • Playground Openings • New Logo From Jennifer Grey Branding With NewmanGrace • Gala • Tea • 10K Call To Action
Shane's Club Kids • New Offices • Volunteer Lou Wiener

Shane's Club Goes International ... IN INDIA!



Kavitha Krishnamoorthy
Ambassador for Integrated Play

More than 45 children, 25 parents, and 40 volunteers came together for the **first international Shane's Club playdate** at India's first Universally Accessible Playground, Coles Park in Bangalore! For the past four years, Shane's Inspiration has been working with **Kavitha Krishnamoorthy**, founder of KiliKili, a network of parents of children with disabilities. In *The Hindu* (India's National Newspaper), Kavitha said, "Children and play cannot be separated. The children had a ball and many mothers were telling the volunteers that this is the first time their children have played with other children."

"It brought home to me the fact that parents may be embarrassed or feel bad about taking their kids out, for fear of what other kids, parents, the world will say. So it's not just the changes in physical landscape that is required but there is also a **great need for parents to feel a sense of group support** and solidarity which will

(continued on page 7)

Hansen Dam Debuts

Visit us this fall at **Hansen Dam**, which opened in February. Our 11th playground weaves animals, native flowers, and natural elements into enriching play areas:

Toddler Town: Shaded by a bright yellow Indian teepee, this sandy discovery zone is safely tucked away from the older play areas.

Jungleville: Hop along the brilliant surfacing but be careful...sleeping zebras and elephants are waiting to roar to life. Sound pucks embedded in the surfacing encourage auditory stimulation and self-guided discovery.

And there's more **swinging, sliding, and spinning**



for children of all abilities! For families who want to make a day of it, the Children's Museum of Los Angeles will be coming soon adjacent to the playground! The playground is located at 11770 Foothill Boulevard, Lakeview Terrace, CA 91342.

Playa Vista Rocks and Rolls

This fully-accessible playground offers hours of **inclusive fun** for Westside and South Bay families. Some exciting features include:
A symphony of **musical play panels** give your kids (and you) an auditory workout.

An **accessible boat swing** lets children in wheelchairs take the helm on the high seas.

An adjacent 7-acre Sports Park offers something for everyone: soccer and Little League fields, basketball and tennis courts, and a peaceful nature trail.

Best of all...are you ready for this...the **playground is gated!**



So come visit Playa Vista, catch your breath, and **celebrate the joy of play.**

Opened in April, the playground is located near LMU (Lincoln & Jefferson) at the intersection of Playa Vista Drive and Bluff Creek, 90094.

Photos: Lou Wiener

Please visit our website at www.shanesinspiration.org for a complete list of Shane's Inspiration Playgrounds now open.

Opening Soon: Orthopaedic Medical Center (Los Angeles), Hazard Park (Los Angeles), West Wilshire Park (aka Pan Pacific Park, Los Angeles), Beilenson Park/Lake Balboa (Van Nuys) & Spring Canyon Community Park (Fort Collins, CO)

Shane's Has A New Home!



Our new building!

Thanks to our supporters' unwavering commitment, our mission and staff have outgrown our current home. We have found new office space that will accommodate our current needs while allowing for our continual expansion.

Please make a note of our new address and phone number as of September 1, 2007:

Shane's Inspiration
15213 Burbank Boulevard
Van Nuys, CA 91411
(818) 988-5676 phone
(818) 988-5677 fax

Special thanks to Board Member **Nico Vilgiate**, Senior Vice President CB Richard Ellis, for his tireless commitment to securing this office space for Shane's.

CALL TO ACTION: fun in numbers

Our 10K is Sunday, October 14th at Griffith Park! It's time to get some team spirit and join the ranks of our Walk & Roll fun-seekers. How many people do you know? It takes just 5 walk & rollers to make a team!

Of course, the more the merrier... and the more you'll raise for Shane's. The sky's the

limit! Last year's #1 team raised over \$15,000! Can you beat that? Think of the fun you'll have trying. So get your family, friends, neighbors, co-workers, school or church signed up today! Call (818) 988-5676 or visit our website: www.shanesinspiration.org.



Team Sophie is our top team!
(Photo: Steve Saenz)

Thank You To Our Board

- President, Patrick S. McCabe**
Director, New Roads Elementary School
- Vice President, Tony Peyrot**
CPA, Lagnese, Peyrot, & Mucci, Inc.
- Treasurer, Paul Satenstein**
CFO, COO, iWatchNOW Inc.
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George Elkins Mortgage Banking Co.
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MSR Management
- Catherine Swanky**
Parent Advocate
- Nico Vilgiate**
Senior Vice President - CB Richard Ellis

We send a heartfelt "Thank You" to **J. Thomas Fagan** (S.V.P./Sr. Bus. Exec., Bank of America) for his long service and loaning his expertise and generous support to SI.

Something's brewing at
**Shane's
Inspiration**



Posh Coffee has teamed up with Shane's Inspiration to bring the magic of play to children of all abilities. And you can help!

Simply log on to:
www.poshcoffees.com
enter code: shane

For every 2 bags of coffee you or **your company** order, you will receive a third bag FREE and a generous donation will

be made to Shane's. It's that easy!

- Posh is recognized as one of the World's Finest Coffees
- 26 wonderful flavors
- Beans are roasted to order
- Slow roasting results in an Exquisite coffee experience

Sip, Savour, Save and Support Shane's!

new logo, SAME SOUL

Do you remember the first time you saw Shane's Inspiration's logo? By now, it may feel like an old friend.

Did you know that logo was loaned to Shane's Inspiration 10 years ago, when we were building our first playground?

Today, our impact is worldwide. And, while our passion hasn't changed, our audience has!

After much soul searching, **Shane's Inspiration has changed our image** so that we can better communicate with diverse communities.

Thanks to the brilliance of Board Member and Graphic Designer **Jennifer Grey** and the expert branding team at **NewmanGrace**, we have a new logo, tagline, and revised mission statement.

Over the next few months, you will see the change on all our material.

But please keep this in mind, as you adjust to our new look: Shane's Inspiration is still the same group of people who believe that *all children deserve a place to play.*

Thank you friends, for your unwavering belief!

Our endless gratitude to **Jonathan's Dream**...your logo was our beginning.

Evolution of our LOGO

THE KIDS
Children of all abilities
playing together

THE HILL
The joy of play.



GREEN
Growth and grass
in the park

ORANGE
Sunlight, fun & joy

NewmanGrace

NewmanGrace
Advertising & Brand Development

We are grateful to the incredibly talented team at NewmanGrace, led by the remarkable Jerri and Brian Hemsworth. NewmanGrace is all about strategy, creativity and results. Their mission is to help companies grow faster. They are experts in developing powerful, results-oriented marketing communications.

Thank you to everyone at NewmanGrace for donating your generous time and talents to our organization. We love you all!

Grey Matter Design



Shane's Inspiration is blessed to have an unbelievably dedicated Board of Directors, including the astonishing Jennifer Grey (Grey Matter Design). Jen has generously donated her time and talents to work closely with NewmanGrace and our staff to design our new logo and event materials.

Thank you so much for your unending patience and perseverance, Jen! We are indebted to you. Good luck in Paris. We'll miss you and look forward to your return!

save
the
date!

Walk & Roll
2007
Shane's Inspiration
Building Common Ground™

October 14
Griffith Park

Bring the whole family to our
10th Annual 5K/10K!
Sign up today!



Thursday, October 18, 2007
Industry Hills Golf Club
Take the day off to swing for a
worthy cause! Sign up now!

G
A
L
A



Sunday, March 9, 2008
The Beverly Wilshire
Join us for the best auction,
dinner and entertainment!



Women of Inspiration Tea
Saturday, May 3, 2008
Enjoy an afternoon tea
with great women!

COMING TO A PLAYGROUND NEAR YOU...

Shane's Club is one of our signature programs, bringing joy, laughter, and support to families across Southern California. And now, thanks to the commitment of partner groups, Shane's Club is growing...

● **Brandon's Buddies** at Brandon's Village in Calabasas: Dina Kaplan, Joanne Melancon, and the Las Virgenes Special Education PTA coordinate monthly play date events for families in this region. They are held on the first Saturday of the month from 11 am - 1 pm.
2007 Dates: October 6, November 3, December 1

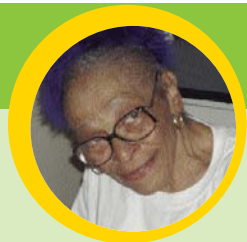
● **All Kids Club** at Lincoln Park in East Los Angeles: Shane's Inspiration and Fiesta Educativa, a non-profit organization dedicated to providing resources for families of children with disabilities, co-host quarterly play date events.

● **Do you want to organize a Shane's Club in your community?** We can help you every step of the way. Contact Marnie Norris Fisher for sites and information: marnie@shanesinspiration.org.



Dedicated to Maxine Harris

We dedicate this newsletter to Shane's Inspiration volunteer **Maxine Harris**, who sadly passed away of heart failure. A tireless community volunteer, over the years Maxine raised nearly \$2 million for AIDS Project Los Angeles (APLA) where she is celebrated as one of the organization's dearest friends and longtime supporters. Honored by the City of Los Angeles in 1990 and named by the City of West Hollywood as an "Angel" in 1993 for her humanitarian efforts, Maxine became involved with Shane's Inspiration through her friend, Kris Gates. Through her longtime relationships with Rodeo Drive merchants, Maxine was amazing at procuring the best auction items for our galas. She was **a dear friend and colleague who is missed** by all of us at Shane's Inspiration.

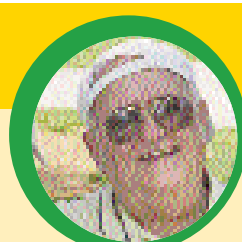


Behind The Lens

You might have seen him at Shane's Club or heard his shutter's click at the Gala. You can't miss **Lou Wiener's** lens...and his lens never misses you!

A photographer since 1957 and an elementary school teacher for thirty years, Lou (who turned 70 in May) combines both talents to communicate the heart of Shane's Inspiration: the joy and freedom in a child's face as he swings for the very first time. Lou's generous volunteer work has artfully expressed our impact in so many ways, and **we are forever grateful**.

Most of the photos in our newsletters are taken by Lou. To see more of his photos, visit www.pbase.com/choco1/canon_5d or www.pbase.com/choco1/canon_mark_1d_iii!



10th Anniversary Gala

Actor **Steve Valentine** ("Crossing Jordan") played Master of Ceremony for our 10th Anniversary Gala, a memorable evening that included silent and live auctions, a gourmet dinner by Wolfgang Puck, entertainment, and an awards program.

Dr. Bobby Katz (well-known OB-GYN) presented The Visionary Leadership Award to Founders, **Catherine Curry-Williams** and **Scott Williams**, for the legacy they created in memory of their son **Shane**.

Actress **Dakota Fanning** ("Charlotte's Web", "War of the Worlds") presented The Humanitarian Award to **The Friedman Charitable Foundation**, led by **Bruce and Wendy Friedman**. Their

generosity gave rise to the amazing "Brandon's Village" playground in Calabasas.

Actor **Ravi Kapoor** ("Crossing Jordan") presented The Inspiration Award to **Tommy Hollenstein**, a local quadriplegic artist who paints works of art with the wheels of his wheelchair.

Comedian **Kathy Buckley** brought the house down with her riveting and truthful comedy. Guests enjoyed the music of **The Highland Hall Hand Bell Choir** and the **Shane's Club Children's Choir**.

The evening's highlight was when **Bruce** and son **Daryn Friedman** matched the \$66,500 raised in the live auction and program dona-



Clockwise from top, left:
Dakota Fanning presenting to **Daryn & Bruce Friedman**
Dr. Bobby Katz presenting to **Catherine, Scott & Grace Williams**
Ravi Kapoor presenting to **Tommy Hollenstein**

tions!
Thanks to our sponsors, **The Friedman Charitable Foundation** and **ValleyCrest Companies**, we raised a remarkable \$420,000!

Tea By The Sea



The newly formed "**Women of Inspiration**," a group of over 40 women who support and further the mission of Shane's Inspiration, played host to "Tea by the Sea" at the **Malibu Castle Kashan** on Mother's Day Weekend and helped raise over \$40,000.



The event featured relaxation stations, a silent auction, and beauty product sampling, followed by a sumptuous afternoon tea and program, honoring Heather Mills and Lucy Matsumoto.

Lucy Matsumoto, a Shane's Inspiration board member since its inception, has tirelessly and joyously championed the mission of Shane's Inspiration with devotion and determination. As in international ambassador, Lucy's efforts have spread this important mission throughout the world. A realtor for Prudential California Realty by day, Lucy has spent the last decade working to change the lives of countless children with disabilities.

Heather Mills is a philanthropist and activist for Adopt-A-Minefield, a United Nations Goodwill Ambassador, and the first contestant to compete with an artificial limb on "Dancing with the Stars" (ABC-TV). To date, she has raised millions of dollars to raise awareness and improve the lives of those affected by landmine explosions. Her perseverance, determination and sheer will make her a true "Woman of Inspiration."

Special thanks to Co-Chairs, **Tess Borden** and **Jennifer Powell**; **Michele Elyzabeth** and **Kisha Singh** at **Paraplue**; **Richard Chesterfield** at **Monrose Catering**; **Princess Lilly Lawrence**; and especially our **Women of Inspiration!**

From top to bottom:

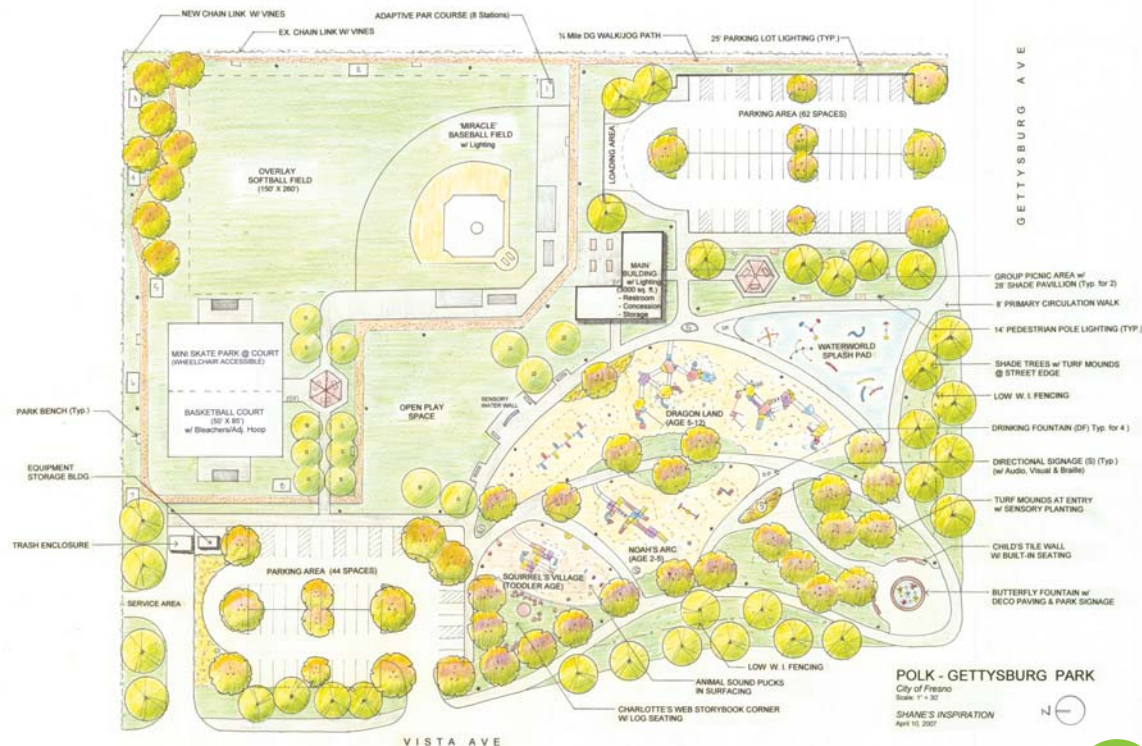
Honoree Lucy Matsumoto with daughter **Aya** and **SI Founder/CEO Tiffany Harris**

Honoree Heather Mills with **Shane's Club members** **Women of Inspiration Co-Chairs Jennifer Powell & Tess Borden**

Shane's Inspiration Creates Masterplan For 7-Acre Universally Accessible Park in Fresno, California

The City of Fresno is committed to creating a **7 million dollar, 7-acre park** that will feature an **accessible water park, accessible athletic fields and playground.** The Polk-Gettysburg project, scheduled to break ground in February of 2008, was specifically designed by Shane's Inspiration with almost 100% accessible features designed to the highest possible industry standards.

This totally-inclusive park will serve thousands of children and their families regionally and will be the first of its kind in California. **Congratulations to Fresno** for such an extraordinary commitment to ALL children.



Shane's Club™

All About Our Shane's Club Kids

kids in action... check these girls out!

How Do You Raise Some Fun?

Ten dollars at a time—that's all it took for **Petie Cohen**, now 10 years old, to raise funds to throw a fun time at an upcoming Shane's Club play date. After going on a Shane's Inspiration school field trip, Petie wanted to find a way to do more.

Setting a goal, Petie and her dad, Joel, saved the crispy, colorful new ten dollar bills from their pocket change over time, as well as launching a letter-writing campaign. "I think that Shane's Inspiration is a great thing," said Petie, "because disabled kids can play with able-bodied kids and everyone has a great time, learns about each other and becomes more understanding of each other. Everyone is different and I think it's great to learn about the differences we all have."

Petie will host Shane's Club play date on September 29 at Aidan's Place. **Come meet this extra-ordinary young girl!**

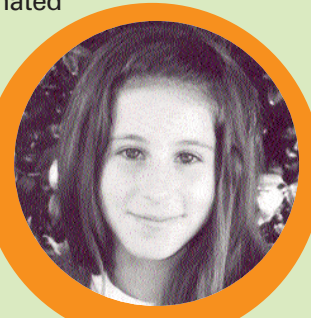


Are You Smarter Than A 5th Grader?

The 5th grade class at **Viewpoint School** knows how to bring it. Thanks to student **Mikayla Hubert**, 11 years old, Shane's Inspiration was the winning recipient of \$4,270 raised from her school's 5th grade business projects that each student created themselves, and in turn, sold on campus to raise money for charity. Our hats off to 5th Grade Teacher **Julie Clark**, for leading such an effort!

When it came time for the students to decide which charity the money should be donated to, the students presented their ideas, first to their classes and then to the whole grade. Mikayla was inspired to honor the memory of her cousin **Adina Senenseib**, daughter of **David Senenseib** and **Carol Kurz, M.D.**, who was an active member of Shane's Club and who passed away in 2004.

"Well, I didn't even have to think about it. I love my cousin Adina and I knew I wanted the money to go to a place that helps children," said Mikayla.



Shane's Holds Educational Session at International Parks Conference In Dublin, Ireland

In August, Shane's Inspiration was invited to Dublin to speak on the importance of Universally Accessible Playgrounds as it pertains to diversity in parks. The International Federation of Parks and Recreational Administration attracts representatives from countries across the world, providing Shane's an opportunity to spread the joy of this mission to children internationally.



As Shane's Inspiration expands nationally and internationally, we are looking for **airline mileage partners or corporate partners** who have excess air miles that they are willing to donate to us. With your help, we could save thousands of dollars on travel, money that we could put directly into our programs.

If you would like to **donate air miles** (on any airline), please contact our office at (818) 988-5676 or email Marci Moran at marci@shanesinspiration.org. Thanks so much!

...India



(continued from page 1)

give them the courage to bring their children out. Isn't it lovely that we were able to take the first step towards this goal!"

Parents were quite overwhelmed. We have decided to come to the park every second Sat—not such a big event but just to get together and let the children play.

I felt that our dream was finally being realized—children who did not have access to play finally enjoyed some play time in a public play space. Isn't that wonderful!



Thank You For Being A Friend!

Hayley and Chelsea Golub, friends of the late Adina Sensenseib, along with **Courtney Teller**, presented a check for \$1,000 to Shane's Inspiration on behalf of the **Community Youth Foundation** of the Jewish Community Foundation of Los Angeles. This group of teens had the responsibility of awarding a donation to a worthy organization, after learning about charitable grant-making. They did research, visited organizations, and presented their choices.

We are pleased that Shane's Inspiration was one of the charities chosen as the beneficiary from their allocated funds. "I have thoroughly enjoyed being part of the Shane's Inspiration family the past several years," Hayley said.

"While my own family's relationship began because of our beloved friend Adina Senenseib, we now make sure we can attend as many Shane's events as possible and direct funds, and friends, to Shane's at every opportunity. My family and I love the good things that Shane's and its staff do on a daily basis for so many special children."



Saturdays from 10:30am-1:00pm: September 29, 2007 at AP

10K Sunday: October 14, 2007 at SI November 17, 2007 at AP

Shane's Inspiration Playground (SI): 4804 Crystal Springs Dr. Griffith Park, Los Angeles (Park in Merry-Go-Round Parking Lot #3)

Aidan's Place Playground (AP): 1350 Sepulveda Blvd., Westwood (between Wilshire & Ohio)

Shane's Club is a free club for kids of all abilities. We provide snacks, arts & crafts, face painting, good time sharing, buddies, and play!



When Life Gives You Lemons, Make A Lemonade Stand

More than 50,000 people across Los Angeles performed acts of community service for the eighth annual **Big Sunday** event on April 29th, making it the largest ever.

That included a lot of kids and their families who hosted 50 Lemonade Stands to help raise funds for Shane's Inspiration and 4 other kids charities. Thanks to all the volunteers that participated, especially coordinator **Melissa Toy Ozeas**. You are so sweet!