

PRESS RELEASE

25 November 2021

All age groups join in to launch new Let's Play initiative in Rush

Last weekend saw Let's Play Rush launch with key events aimed at developing a playful culture in the town. The EU initiative sees an URBACT Transfer Network in Ireland sharing good practice in sustainable urban development between cities and towns, with Rush one of five towns learning best practice from lead city Cork on how to develop play and placemaking actions.

As part of the initiative, Rush Library hosted Lego-building sessions for kids aged from 4 – 12 years. Led by Brick4Kidz, the outdoor play sessions paid tribute to the town's pirate heritage. The event was organised with the help of Rush Community Council and Rush Tidy Towns.

Rush Community Centre also sought to help the town's senior citizens discover their creativity with painting sessions delivered by artist John Carpenter.

The events were funded by Creative Ireland and organised by the Let's Play Rush URBACT Local Group (ULG) whose members are drawn from the Council, Local Councillors, Rush Community Council, Rush Tidy Towns, Fingal LCDC, Fingal CYPSC and Healthy Ireland.

Cllr Brian Dennehy, Chair of Rush ULG, said: "Our participation in this URBACT initiative will be a great opportunity to introduce and develop play and placemaking activities in the town. Rush ULG hopes to run a number of events and projects over the next year, bringing play to the fore for people of all ages in Rush and benefiting from the knowledge of our partners in the URBACT network."

Brendan O'Reilly, Chair of Rush Tidy Towns said: "We are very excited to be working with Rush Community Council and Fingal County Council in rolling out this URBACT initiative in Rush through a series of events and projects related to the Playful Paradigm. Our first two events on Saturday 20 November were a great success, with the youth and senior citizens of the town involved."

Aoife Sheridan, Senior Executive Officer, Economic, Enterprise, Tourism and Cultural Development Department, Fingal County Council, said: "The Council is excited to be involved in a second URBACT initiative, with Balbriggan already involved in the Iplace Network. These networks strengthen Fingal's connections to Europe and provides the Council with an opportunity to learn best practice lessons from its partners. Let's Play Rush

will involve the implementation of small-scale actions in Rush and build collaborative relationships with community stakeholders to increase the opportunities for play in the town and to maximise the public use of the town's beaches, parks, library, theatre, playgrounds, green spaces and harbours."

For more information on URBACT go to: <https://urbact.eu/playful-paradigm-0>

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