



City of  
**OAKLAND**  
California

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News from: **Oakland Parks, Recreation &  
Youth Development**

**FOR IMMEDIATE RELEASE**

June 6, 2019

**City of Oakland, Project Backboard, Local Artist  
Alicia McCarthy, and GoDaddy Reveal Renovations  
at FM Smith Recreation Center**

*Oakland, CA* – The City of Oakland Parks, Recreation & Youth Development (OPRYD)-in partnership with Project Backboard, acclaimed local artist Alicia McCarthy, and GoDaddy-celebrate renovations made to FM Smith Park, located at 1969 Park Blvd. at a special reveal event on **Monday, June 10, 2019 at 4:30 p.m.**

Renovations and upgrades include landscaping and painting, as well as the project centerpiece featuring major restoration and improvements to the basketball court, which is being transformed into a colorful, mural-style place for play.

Work was donated by local volunteers, GoDaddy employees, and [Project Backboard](#), a non-profit organization that renovates public basketball courts, restoring them to “like-new,” while approaching the court as a canvas for creative expression and a means to strengthen communities and inspire multi-generational play.

Councilwoman Nikki Fortunato Bas said, “Rejuvenation projects like this mean so much to our neighborhoods – not just because they are made possible by the community’s generous contributions of time and money, but because work like this brings us together, and the finished product provides a beautiful, safe place for people of all ages to deepen their connection with their neighbors, friends, and family. Our community is stronger for having a place like FM Smith Park to gather, play, and learn, and we are excited by how this new basketball court will help residents to be active and healthy.”

The basketball court restoration was the vision of Dan Peterson, who founded Project Backboard. Peterson recruited Oakland native and acclaimed artist Alicia McCarthy, who designed the art that makes the newly refurbished court unique.

“Alicia McCarthy’s art aligns with what we do to build community – her work reflects the energy and creativity that is at the core of Project Backboard. Alicia has spent much of her life and career in Oakland and it’s always special to collaborate with artists like her, who have a deep connection with the place where we are working,” said Peterson.

OPRYD Director Nicholas Williams added, “The FM Smith project partnership aligns with our mission to provide relevant and equitable programs and services, and helps serve a community that is diverse and deserves the best facility the City can offer.”

All expenses for the project were donated by GoDaddy, the company that empowers everyday entrepreneurs.

**FM Smith Park Renovation Reveal**  
**Monday, June 10, 2019 4:30 p.m. – 6:00 p.m.**

**Welcome & Introductions:** Nick Ansom, Project Backboard Director

**Special Remarks:** Honorable Nikki Fortunato Bas, Councilmember D2

Dan Peterson, Founder Project Backboard

Alicia McCarthy, Oakland artist

Chris Helfrich, CEO Stephen & Ayesha Curry Family  
Foundation

**Park Reveal & Tour**

**Celebrity Basketball Game & Dunking Fun**

**Photographs, Snacks, Open Play**

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