

## Fresno's Storyland/Playland gets large matching fund donor



JOHN WALKER — THE FRESNO BEE [Buy Photo](#)

An anonymous donor has pledged \$200,000 as a matching gift to make improvements and reopen Storyland/Playland in Roeding Park, the new Storyland/Playland board said Wednesday.

The gift challenges the community to give \$200,000, and the total would ensure the board has nearly half of the \$850,000 needed to reopen the parks.

The matching fund-drive campaign kicked off Wednesday and will continue until the needed funds are raised.

The matching fund drive marks the second major effort to save Storyland/Playland. Last month, Valley Yellow Pages donated the cover of its newest phone book to encourage donors to give by including a return envelope with each directory. Since then, Storyland/Playland has received nearly \$40,000 in contributions.

Improvements to the parks have already begun. A local vendor was selected to begin repairs on the train and landscaping upgrades are under way.

For more information or to donate, please visit [savestoryland.com](http://savestoryland.com) or call (559) 486-0516.