Template 2017 Park and Recreation Month Editorial Story Sample

Headline: This July, Go on a Play Date with **(Agency Name)**

Subhead: **Celebrate Park and Recreation Month this July by (list a few planned activities here)**

Get ready to get your play on this July with (Agency Name) and the National Recreation and Park Association (NRPA).

Since 1985, America has celebrated July as the nation’s official Park and Recreation Month. Created by NRPA, Park and Recreation Month specifically highlights the vital and powerful role local parks and recreation, such as [Agency Name], play in conservation, health and wellness, and social equity efforts in communities all across the country.

This year, it’s all about discovering the power of play with your local parks and recreation facilities. From learning a new sport like pickleball to meeting your friends on the playground, your [city/town] parks and recreation facilities are the places where everyone can play, regardless of age or ability. NRPA and [Agency Name] are encouraging everyone to get out there to experience the power of play for themselves.

In [city/town], you can celebrate Park and Recreation month by [complete sentence with local activities/ events /contests etc.].

“July is the perfect time to highlight all the benefits parks and recreation provides right here in [city/town],” said [Agency Leader]. Our local parks and recreation directly contribute to reduced obesity rates, an improved ecosystem and increased property values.”

[Agency name] is leading initiatives and providing opportunities for people of all ages to achieve healthier lifestyles, promote and understand nature and conservation as well as bringing the community closer through a variety of programs and services. [Add more details on any specific ways you make a difference in your community or any stats or success stories you may have that back up the impact you make.]

Nationally, NRPA is celebrating Park and Recreation Month with a weekly contest encouraging people to show them why play is so important in their lives. NRPA also encourages all people that support parks and recreation to share why they think play is so important with the hashtag #PlayOnJuly. For more information about the contest and Park and Recreation Month in general, visit [www.nrpa.org/July](http://www.nrpa.org/July).

# Learn about the exciting Park and Recreation Month activities planned for [town/city name] and more at [Fill-in local contact information here] or visit online at [Fill-in local park website URL here].