# Template 2017 Park and Recreation Month Press Release

[GROUP LOGO/LETTERHEAD]

**FOR IMMEDIATE RELEASE**

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

**This July, [City/Town/Community Name] Residents Invited to a Play Date with [Agency Name]**

*Month-long celebration highlights essential value of local parks and recreation*

[CITY, STATE ABRV] – [DATE] – Summer is here, which means it’s time to get your play on. This July, discover the power of play with [Agency Name] as they celebrate Park and Recreation Month. A variety of fun activities are planned for residents of all ages and abilities — including [list top activities].

[Agency Name] is celebrating Park and Recreation Month, an initiative of the National Recreation and Park Association (NRPA), and all the ways parks and recreation has the power to transform our daily lives. From providing us places to play, get fit and stay healthy to fostering new relationships and forging a connection with nature, our close-to-home community park and recreation facilities provide essential services and improve quality of life.

[QUOTE from Agency leadership, discussing ways you impact your community through health and wellness, social equity, conservation, etc. and tie to the celebration of Park and Recreation Month.]

[Agency Name] will celebrate Park and Recreation Month through [provide brief summary of local activities].

NRPA is celebrating the month by hosting a weekly contest encouraging people to show them why play is so important in their lives. Visit [www.nrpa.org/July](http://www.nrpa.org/July) for more information on how to participate. Entries can be submitted via the hashtag #NRPAPlayChallenge. NRPA also encourages all people that support parks and recreation to share why they think play is so important with the hashtag #PlayOnJuly.

To learn more about Park and Recreation Month, visit [Add local website information] and [www.nrpa.org/July](http://www.nrpa.org/July).

[Agency boilerplate/ “about” information]

**About The National Recreation and Park Association**

The National Recreation and Park Association is a national not-for-profit organization dedicated to ensuring that all Americans have access to parks and recreation for health, conservation and social equity. Through its network of nearly 60,000 recreation and park professionals and advocates, NRPA encourages the promotion of healthy and active lifestyles, conservation initiatives and equitable access to parks and public space. For more information, visit [www.nrpa.org](http://www.nrpa.org). For digital access to NRPA’s flagship publication, *Parks & Recreation*, visit [www.parksandrecreation.org](http://www.parksandrecreation.org).

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