# Template 2018 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 Discover Everything [Agency Name] Has to Offer**

*Month-long celebration highlights undiscovered roles of local parks and recreation*

[CITY, STATE ABRV] – [DATE] – Summer is here, which means it’s time to get out and discover the great things happening at your local parks and recreation centers. This July,

explore the “undiscovered” roles of local parks and recreation with [Agency Name] as they celebrate Park and Recreation Month, *A Lifetime of Discovery*. 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), by inviting you to explore *A Lifetime of Discovery* at your local parks and rec. Playgrounds, rec centers, sports leagues, summer camps are just a few of the things that come to mind when we think of parks and rec. But, parks and recreation is so much more than that. During Park and Recreation Month, discover all the ways parks and recreation can improve quality of life, like science, technology, engineering and math (STEM) programming; senior programs; innovative health and wellness opportunities; community celebrations; outdoor education; flood mitigation; maintenance; and more. [Suggested list of activities. Edit to customize.]

[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 encourages people that support parks and recreation to share why they think it’s important to explore and discover all [Agency Name] has to offer with the hashtag #DiscoverJuly.

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 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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