**Template Media Advisory**

[GROUP LOGO/LETTERHEAD]

**MEDIA ADVISORY**

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

**[Agency Name] to Kick Off Park and Recreation Month at [Park/Facility Name]**

***[Add a second-line description for a special appearance by VIP or specific highlight.]***

WHO/WHAT: [Name of major public officials or celebrities who are participating, as well as the number of people who will be in attendance.]

[List and briefly describe any programs or activities that will take place. Concentrate specifically on the highlights.]

WHEN: [Date/Time]

[Be sure to mention individual start times for notable speakers/happenings.]

WHERE: [Location/Address]

[Provide parking information, if relevant.]

WHY: Since 1985, America has celebrated July as Park and Recreation Month. A program of the National Recreation and Park Association (NRPA), the goal is to raise awareness of the vital impact that parks and recreation has on communities across the U.S.

This July, [Agency Name] is *Game On* for Park and Recreation Month. All month long, we’ll be celebrating the fun and games that local parks and recreation offers to residents of all ages and abilities. For more information, go to [www.nrpa.org/july](http://www.nrpa.org/july) or search Twitter and Instagram using #GameOnJuly.

EDITOR’S NOTE: [Mention any opportunities for interesting visuals and tours. Provide onsite contact information.]

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**Template 2019 Park and Recreation Month Press Release**

[GROUP LOGO/LETTERHEAD]

**FOR IMMEDIATE RELEASE**

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

**This July, it’s *Game On* at [Agency Name]**

*Month-long celebration highlights the fun and games of local parks and recreation*

[CITY, STATE ABRV] – [DATE] – Summer is here, which means it’s time to get out and explore the great things happening at your local parks and recreation centers. This July, join in on the fun and games offered by local parks and recreation 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), by inviting you to get in the game. With everything from [list examples of offerings], there are plenty of ways that you can celebrate with us!

[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 with the hashtag #GameOnJuly.

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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