

THE POWER OF PARKS AND RECREATION



2026 PARK AND RECREATION MONTH OUTREACH TOOLKIT



NATIONAL RECREATION
AND PARK ASSOCIATION

Presented by



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Toolkit Purpose

This toolkit is meant to make promoting and celebrating Park and Recreation Month in your community a little easier! It is designed to help you generate positive media coverage and support for your Park and Recreation Month activities, and ultimately, the essential work you do and the benefits you bring to your community.

This toolkit includes template media materials, including:

- Media alerts for special events
- Press releases
- Fact sheets
- Key messages for use during interviews
- Social media posts
- A sample editorial article you can submit to local publications

Feel free to customize these materials with localized information, quotes and details that best meet your needs.

When using social media, please make sure to tag NRPA in your [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#) posts and use the hashtags **#ThePowerOf** and **#ParkAndRecMonth2026**.

We want to see how you're celebrating, too. Be sure to email us photos and videos from your Park and Recreation Month activities at july@nrpa.org. Additionally, we'd love to see the creative ways you use these materials.

We hope this toolkit helps you generate support during Park and Recreation Month for the essential work you do. If you have questions or need assistance, please don't hesitate to contact us.

General Park and Recreation Month Toolkit Questions

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Park and Recreation Month 2026 Overview

- In July 2026, Park and Recreation Month highlights “**The Power Of...**” — the power of parks and recreation, play, nature, community, belonging, well-being, and the people who make these experiences possible
- Throughout Park and Recreation Month, NRPA encourages agencies to celebrate the ways parks and recreation reveals the power of what connects us:
 - **The Power Of Connection:** Parks and recreation provides spaces where relationships grow, cultures meet and communities bond.
 - **The Power Of Play:** From playgrounds to programs to youth sports, play fuels creativity, joy and lifelong learning.
 - **The Power Of Community:** Public spaces offer room for everyone to gather, celebrate and heal.
 - **The Power Of Nature:** Access to nature restores, inspires, and improves quality of life.
 - **The Power Of Belonging:** Welcoming parks and programs provide spaces where everyone feels valued.
 - **The Power Of Well-Being:** Parks and recreation advances health, resilience and shared community benefits.
- In addition to encouraging community members to visit local park and recreation spaces in July, here are a few ways agencies, partners and communities across the country can participate:
 - Officially proclaim July as Park and Recreation Month in your community using the [proclamation template](#).
 - Use the [official logo](#)* and the hashtag **#ThePowerOf** on social media.
 - Participate in [Park and Recreation Professionals Day](#) on July 17, 2026.
 - Download the official [Park and Recreation Month graphics](#) for use in your marketing materials.
 - Submit a photo for the [Parks & Recreation magazine cover contest](#).
- Learn more and find additional resources at nrpa.org/July.
- Join the conversation on [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#) with **#ThePowerOf**.

*Graphics Guidance

The Park and Recreation Month graphics provided in this toolkit must be printed or produced exactly as shown and maintain the original aspect ratio and clarity. Graphics should not be altered in any way.

- Do not stretch or distort.
- Do not change the colors.
- Do not place over a complex image, pattern or design.
- Don't pull graphics from a search engine; use the [provided graphic files](#).

NRPA 2026 Park and Recreation Month Key Messages

General Key Messages

- Parks and recreation has the power to bring people together, strengthen health and well-being, and build more resilient, connected communities.
- Each July, Park and Recreation Month recognizes the more than 160,000 full-time park and recreation professionals — along with hundreds of thousands of part-time and seasonal workers and volunteers — who maintain our country's local, state and community parks.
- Through efforts by NRPA, the U.S. House of Representatives passed an official resolution for Park and Recreation Month in 2009, and introduced the resolution in 2017 and 2018.
- Park and recreation agencies nationwide recognize the month with summer programs, events, contests, commemorations and celebrations.

How to Talk About the Theme

The Power Of... is designed to be flexible and locally meaningful. You can use the theme to highlight the unique ways parks and recreation creates impact in your community.

When talking about the theme, consider:

- Connecting **The Power Of...** to specific parks, programs, people or stories in your community.
- Highlighting everyday moments — play, gathering, restoration, celebration — that show the value of parks and recreation.
- Centering the people who make parks and recreation possible, including staff, volunteers and community partners.

Examples:

- **The Power Of Play** in out-of-school time programs, playgrounds or youth sports
- **The Power Of Nature** in parks, trails, green spaces or sustainability efforts
- **The Power Of Community** in festivals, events and shared public spaces
- **The Power Of Belonging** in all-encompassing programs and welcoming park environments
- **The Power Of Well-Being** in physical activity, wellness and mental health initiatives

There's no single right way to use the theme. You are encouraged to tell your own stories that show how **The Power Of Parks and Recreation** comes to life locally.

Supporting Key Research

The following data points are pulled from NRPA's Research Reports and Park Pulse Surveys. If you are looking for specific messages that you aren't finding here, please visit [NRPA's Research and Publications page](#) or [NRPA's Parks and Recreation is Essential](#) to explore more topics specific to parks and recreation.

The Power of Connection: Parks and recreation is where relationships grow, cultures meet and communities bond.

- More than 227 million adults or a household member in the United States visited a local park or recreation facility at least once between August 2024 and September 2025
- U.S. adults consider local park and recreation agencies to have comparable value to economic development and social services
- More than two in three U.S. adults highly value local community activities such as festivals, holiday events, fairs and farmers markets for the families in their area. Ninety-one percent of park and recreation agencies offer themed special events and 22% manage farmers markets.
- Ninety-three percent of U.S. adults agree that both older adults and children can benefit from spending time together in organized programs like those offered by many park and recreation agencies.

TIP: To show how your community values what your park and recreation agency offers, use some of your own data and research, such as the number of visitors to your parks or an increase in program participants. Testimonials are always valuable, too!

The Power of Play: From playgrounds to programs to youth sports, play fuels creativity, joy and lifelong learning.

- Local park and recreation agencies reach more than 40 million youth each year, with 92% offering youth sports programs that build skills, confidence and connection.
- Ninety-four percent of park and recreation agencies provide playgrounds for the local community of all ages. Overall, agencies have one playground per 3,737 residents.
- The typical park and recreation agency offers 250 programs annually.
- Parks and recreation offer multisport, community-based programs that remove barriers and open doors to participation for all youth.

- Through sports, children build confidence, connection and character - skills that carry them from the playground to the classroom and beyond.

The Power of Community: Public spaces offer room for everyone to gather, celebrate and heal.

- Local public park and recreation agencies in the United States generated nearly \$201 billion in economic activity and supported almost 1.1 million jobs that boosted labor income by more than \$63 billion from their operations and capital spending in 2021.
- Approximately 2 in 3 adults (68%) strongly agree that parks and recreation is an important service provided by their local government.
- The top reason U.S. adults use park and recreation facilities is to spend time with family and friends.
- About 3 in 5 U.S. residents (63%) say proximity to park and recreation facilities is highly important when choosing a place to live.

The Power of Nature: Nature restores and inspires us, and parks ensure everyone can access its benefits.

- Park and recreation leaders place high importance on strategies that protect the natural habitat, embrace park infrastructure for stormwater management and lower agency water usage.
- The most common park and recreation agency sustainability actions are planting trees; transitioning to native and climate-adaptable plants and trees; and updating and retrofitting buildings and other park infrastructure.
- Eighty-six percent of U.S. adults have had a healthcare provider recommend non-medication methods for improving physical and/or mental health. Parents, Gen Zers and millennials are most likely to have healthcare providers recommend park and recreation-related activities like spending time in nature or engaging in creative activities.
- Most park and recreation agencies (85%) are highly involved with preparing for, and responding to, natural disasters — particularly those related to severe weather.
- More than three-fourths of park and recreation professionals (78%) believe that their role in emergency preparedness and response is highly essential.

The Power of Belonging: Welcoming parks and programs make every person feel valued.

- Virtually all survey respondents (99%) report some feelings of belonging at their park and recreation spaces.
- Nearly three-quarters of U.S. Adults (72%) feel safe at their park and recreation facilities.
- 92% of park and recreation agencies offer older adult related resources and programs.
- 95% of agencies say that promoting social connection and addressing social isolation are top benefits of their older adult programming.

***Be sure to explore more of [these research-based statements](#) that showcase the fundamental role of parks and recreation.**

Media Outreach – ‘How To’

The following are general guidelines for conducting media outreach for special events you may be hosting for Park and Recreation Month.

Leveraging the Media Advisory/Press Release

To announce your involvement in Park and Recreation Month and what activities or programs you are offering throughout July, customize the media advisory and press release templates and distribute them to appropriate reporters, bloggers and broadcast media in your local area.

May: Get prepped and find your reporters!

- Search online for the “news desk” emails and/or submission guidelines of your local TV stations and radio stations.
- Search for contact information for reporters and publications in your local area that cover topics related to parks, the outdoors, and community news and events. It’s a good idea to review the stories the reporter writes to get a feel for what they are most interested in so you can tailor your outreach to meet their interests. Most reporters prefer email.
- Search online or on social media for bloggers and influencers in your area. They can help share your news and events to help gain broader visibility.

June: Fine-tune your outreach pieces and release

- Once you have your outreach list together, prepare outreach pieces. These could include email or phone talking points, a media advisory or a press release.
 - Use the key messages in this toolkit to create your talking points. Select a few compelling messages to share with the reporter, blogger or influencer that showcase why Park and Recreation Month is important! Keep these on hand for outreach and for interviews, too.
- Create an advisory pre-event to help draw people to your event! This should include information about the event (what the event is, when it is taking place, where it is happening and how people can attend — e.g., Is pre-registration required? Is there a cost?). Be sure to provide as many details as possible. Send the media advisory at least one week in advance of your event.
- Customize the [press release template](#) with the appropriate information, where it currently is marked with brackets and yellow highlights (e.g., [NAME]).

End of June/Beginning of July: Distribute your press release

- Send the press release out at the end of June or beginning of July to journalists and reporters, and to TV and radio stations, approximately three to five days before an event you want them to attend.
- You can distribute your press release on any newswires you subscribe to or use regularly. This will give you added visibility in newsrooms and with online media.
- In addition to wire distribution, reach out directly via email to journalists and bloggers. Insert your pitch and paste the text of the press release into the email. Feel free to ask if they have a photographer on staff who might want to snap some photos, too.
- Put an engaging tag line or sentence in the “subject” line of the email to entice reporters.
- Once you send your release, follow up with a phone call to reporters. Be sure to have your talking points ready and be prepared to answer questions about why your event or story is a “must see/cover.”

July: After the event

- Consider sending a post-event press release to generate coverage after the occasion. It’s a good idea to send this immediately following the event or the next morning. Oftentimes, this means drafting most of the release in advance and adding a few pertinent details afterward.
- Reach back out to the reporters who you previously contacted. If possible, offer footage from the event or high-resolution photos (300 dpi minimum).

Tips and Tactics

- Remember that timeliness is a big factor in press coverage. Give your contacts enough time to plan to attend, and send a reminder as the date gets closer.
- Try to keep the message brief. One page is best — do not exceed two.
- Don’t forget to add complete contact information. If a reporter is interested, they may wish to email or call you with questions or requests for clarification.
- Write using short paragraphs and sentences, and in the third person. Don’t refer to yourself as “I” or “we,” except in a direct quote.
- Avoid testimonials or other promotional language. Press releases are news; not advertising. Try to write the release in the same style as the outlet you’re pitching, so your story seamlessly fits into their content.

- Don't be discouraged if you do not receive interest, or if a reporter doesn't make it to your event. Reporters receive hundreds of press releases every day and cover news based on many factors (timeliness, the number of current events taking place, space, editor approval, capacity, etc.). It's never personal.
- If a reporter does email or call with interest, be sure to respond promptly.

Let us know if your Park and Recreation Month event is covered in the news and [send us links](#) of online coverage!

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/Event Name]

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

WHO/WHAT: [Name of major public officials or celebrities who are participating]

[List and briefly describe any programs or activities that will take place.]

WHEN: [Date/Time]
[Be sure to mention individual start times for notable speakers/happenings.]

WHERE: [Location/Address - Provide parking information, if relevant.]

WHY: For more than 40 years, the United States has celebrated Park and Recreation Month in July to promote building strong, vibrant and resilient communities through the power of parks and recreation. This month is dedicated to recognizing and celebrating the more than 160,000 full-time park and recreation professionals — along with hundreds of thousands of part-time and seasonal workers and volunteers — who maintain our country’s local, state and community parks.

This year’s theme — **“The Power Of...”** — celebrates how parks and recreation brings us together through the power of play, nature, belonging and the people in our communities.

For more information, visit nrpa.org/july or search X and Instagram using **#ThePowerOf**

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

###

Template 2026 Park and Recreation Month Pre-Event Press Release

[GROUP LOGO/LETTERHEAD]

FOR IMMEDIATE RELEASE

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

This July, Celebrate ‘The Power Of’ at [Agency Name]
Month-long celebration highlights the impact of parks and recreation

[CITY, STATE ABRV] - [DATE] - This July, join [Agency Name] for Park and Recreation Month as we celebrate how parks and recreation makes [Your City/Town Name] stronger, more vibrant and more resilient. A variety of activities are planned for residents of all ages and abilities – including [list top activities/events].

[Agency Name] is celebrating Park and Recreation Month, an initiative of the National Recreation and Park Association (NRPA), by inviting our community to share their experiences, memories and stories about what parks and recreation means to them. 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 well-being, equity, conservation, etc., and tie to the celebration.]

NRPA and [Agency Name] encourage everyone who supports parks and recreation to post why their local park and recreation professionals are important to them on social media with **#ThePowerOf**.

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

[Agency boilerplate/ “about” information]

About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and supporters – the catalysts for positive change in service of parks for all, climate-readiness, and overall health and well-being. For more information, visit nrpa.org. For digital access to NRPA’s flagship publication, *Parks & Recreation*, visit parksandrecreation.org.

2026 Park and Recreation Month Social Media Materials

Sample Social Media Posts

We encourage you to use these sample messages to help generate awareness among your friends and followers. Customize these posts for Park and Recreation Month and feel free to develop others on your own to best fit your needs!

Tag NRPA in your posts, too:

- Facebook: [@National Recreation and Park Association](#)
- X: [@NRPA_News](#)
- Instagram: [@nrpa](#)
- LinkedIn: [@National Recreation and Park Association](#)

Official 2025 Park and Recreation Month Hashtags:

- **#ThePowerOf**
- **#ParkandRecMonth**
- **#ParkandRecMonth2026**

Topic Suggestions:

One way you can organize your social media posts for the month is by focusing on topic areas to reinforce key messages:

- **The Power Of Community and Belonging:** Lean into the power parks and recreation has to build community and belonging.
- **The Power Of Nature:** Highlight the power your agency has to create more sustainable and climate-resilient communities.
- **The Power Of Play and Connection:** Celebrate the health and well-being resources your agency offers. Look to the [Seven Dimensions of Well-Being](#) for inspiration.

The following pages contain Park and Recreation Professionals Day-specific posts, as well as [general social media posts](#) that you can customize and use throughout the entire month of July.

The Power Of Community and Belonging

Agency sample posts for Facebook/LinkedIn:

- At [\[park/facility/agency name\]](#), we aim to foster welcoming spaces for the people of [\[town/city/community name\]](#). We hope each time you visit one of our parks and facilities, you can feel the power of community. Join us in celebrating #ThePowerOf this Park and Recreation month! @National Recreation and Park Association #ParkandRecMonth #ParkandRecMonth2026 [\[Share park photos\]](#)

- We believe everyone in [town/city/community name] deserves access to the power of parks and recreation. That is why our team works to create spaces and programs that are designed for all. Join us and the @National Recreation and Park Association in celebrating #ThePowerOf this July! #ParkandRecMonth #ParkandRecMonth2026 [Share park photos]

Agency sample posts for X:

- We want everyone to enjoy #ThePowerOf [park/facility]! Help us celebrate Park and Recreation Month by coming out to one of our events this July. @NRPA_News #ParkandRecMonth2026 [insert July programs]
- The [agency name] team works each day to bring a variety of programs to [city/town name]. There's something for everyone! Don't believe us? Check out our #ParkAndRecMonth2026 happenings: [Insert July events/programs] #ThePowerOf

Agency sample posts for Instagram:

- Walk, roll or run over to [park/facility name] this Park and Recreation Month! The team at [agency name] has been crafting activities that are sure to bring each member of the [town/city name] community joy this July! #ParkandRecMonth2026 #ThePowerOf [Share park image/July offerings]
- Across our [#] parks, [#] recreational facilities and [#] programs, our amazing staff is creating welcoming spaces for everyone! Because we know when you have access to open spaces and recreational programs, you can truly thrive! Take a look at the variety of activities we have available to you this #ParkAndRecMonth and join us and @nrpa in the celebration of #ThePowerOf! #ParkandRecMonth2026 [Share a photo/video of park/July event]

The Power Of Nature

Agency sample posts for Facebook/LinkedIn:

- Local parks like [park name] lower ground temperatures with tree canopy, reduce flooding, provide clean water and contribute to healthier air, making [town/city name] a more resilient and comfortable place to live! Join us and @National Recreation and Park Association in celebrating #ThePowerOf environmentally resilient parks this Park and Recreation Month. Take a look at our many programs to learn more and get connected. #ParkandRecMonth2026 [Share photo of park or environmental activity]
- #ThePowerOf [agency name]'s parks extend beyond human benefits. Our parks are home to many flora and fauna that provide the foundation for a healthy ecosystem. When you visit [park name], what plants or critters are you excited to see? @National Recreation and Park Association #ParkandRecMonth2026 #ParkandRecMonth [Share photo of wildlife/plants]

Agency sample posts for X:

- Our parks are home to many flora and fauna that provide the foundation for a healthy ecosystem. Explore the work [park/facility/agency name] does to support our environment: [Link to resources/programs] #ThePowerOf #ParkandRecMonth2026 #ParkandRecMonth @NRPA_News [Share photo of wildlife/plants]
- This week, explore your place in nature in our little pocket of wilderness, [park name]. #ThePowerOf #ParkandRecMonth #ParkandRecMonth2026 @NRPA_News [Share photos of park]

Agency sample posts for Instagram:

- The trees and vegetation at [park name] reduce air pollution and air temperature, making [town/city name] a more resilient and comfortable place to live! Visit [park name] to explore some of the local ecology and join us in celebrating Park and Recreation Month! @nrpa #ThePowerOf #ParkandRecMonth2026 #ParkandRecMonth [Share photo/video of wildlife/plants]
- To all who have supported [park/facility/agency name]'s environmental initiatives, thank you! We hope to continue to build spaces and programs that benefit our natural environment and the [city/town name] community. Explore our nature programs and sustainability work: [Link to resources/programs]. @nrpa #ThePowerOf #ParkandRecMonth2026 [Share photo/video of environmental activity]

The Power Of Play and Connection

Agency sample posts for Facebook/LinkedIn:

- Nature is healing. When the bustle of life takes over, local parks are our most readily available nature access points. At [park/facility/agency name], we offer programming and recreation opportunities for everyone to experience the health benefits of parks and recreation! Explore our offerings this Park and Recreation Month! @National Recreation and Park Association #ThePowerOf #ParkandRecMonth2026 [Share photo of event/program/activity]
- 83% of U.S. adults agree it is important to have access to indoor and outdoor recreational areas, classes and activities to lead a healthy lifestyle. Our staff is constantly working hard to build spaces where everyone can move the way they like! Join us in celebrating #ThePowerOf this Park and Recreation Month by attending one of our fun events this July. @National Recreation and Park Association #ParkandRecMonth2026 [Share staff photo from activity/event in your parks]

Agency sample posts for X:

- You can move the way you like at [park/facility/agency name]! With a TON of different resources for movement, there's something for everybody. Attend a program or join us at a park this July to experience #ThePowerOf! @NRPA_News #ParkandRecMonth2026 [Link to event/program/activity]
- Now is always a good time for a mental health boost at [park/facility/agency name]! Take a look at all the movement opportunities we have this July. @NRPA_News #ThePowerOf #ParkandRecMonth2026 [Share staff photo from activity/event in your parks]

Agency sample posts for Instagram:

- Parks and recreation counter social isolation by connecting people with nature and each other through festivals, parades, social events, performing arts, tours and other programming. At [park/facility/agency name], we offer a variety of programming, allowing recreation opportunities for all! Take a look at our offerings this July. #ThePowerOf @nrpa #ParkandRecMonth2026 [Share photo/video of event/program/activity]
- Movement is medicine! Join us at [park/facility/agency name] for one of our many programs this Park and Recreation Month! @nrpa #ThePowerOf #ParkandRecMonth2026 [Share photo/video from activity/event in your parks]

Friday, July 17: Park and Recreation Professionals Day

Share images of staff and volunteers!

Agency sample post for Facebook/LinkedIn:

- Today is Park and Recreation Professionals Day! HUGE thank you to the people behind #ThePowerOf [agency name]. Swing by [event/celebration OR park/recreation facility name] to help us celebrate! @National Recreation and Park Association #NRPAParkAndRecDay #ParkAndRecMonth2026

Individual sample post for Facebook/LinkedIn (yes, toot your own horn!):

- On this Park and Recreation Professionals Day, I am so proud to be part of the [agency/department name] team! Our community is stronger, more vibrant and further resilient because of our work. Swing by [event/celebration OR park/recreation facility name] to help us celebrate! @National Recreation and Park Association #NRPAParkAndRecDay #ThePowerOf
- My work with [agency name] has allowed me to experience #ThePowerOf [park memory]. Swing by [event/celebration OR park/recreation facility]

[name] to help us celebrate! @National Recreation and Park Association
#NRPAParkAndRecDay #ThePowerOf

Agency sample post for Instagram:

- The community of [town/city name] is happier and healthier because of our great team at [agency name]! Thank you for all you do in bringing #ThePowerOf parks and recreation to [town/city name]. Swing by [event/celebration OR park/recreation facility name] to help us celebrate! @nrpa #NRPAParkAndRecDay #ParkAndRecMonth2026

Individual sample post for Instagram (yes, toot your own horn!):

- On this Park and Recreation Professionals Day, I am so proud to be part of the ["160,000 full-time professionals" OR "hundreds of thousands of part-time and seasonal workers"] in the field of parks and recreation! If you are interested in celebrating the work of the [agency/department name] team join us at [event/celebration OR park/recreation facility name] to say hi! @nrpa #NRPAParkAndRecDay #ThePowerOf

Agency sample post for X:

- Today is Park and Recreation Professionals Day! HUGE thank you to our incredible team who helps bring the power of parks and recreation to the [town/city name] community. Swing by [event/celebration OR park/recreation facility name] to help us celebrate! @NRPA_News #NRPAParkAndRecDay #ThePowerOf

Individual sample post for X (yes, toot your own horn!):

- On this Park and Recreation Professionals Day, I am so proud to be part of the [agency/department name] team! It is always a treat to see the smiling faces that fill our spaces and programs. Swing by [event/celebration OR park/recreation facility name] to help us celebrate! @NRPA_News #NRPAParkAndRecDay #ThePowerOf

Throughout July

Agency sample posts for Facebook/LinkedIn:

- Happy Park and Recreation Month! This July, we are joining the @National Recreation and Park Association in celebrating the power of play, nature, community, belonging, and the people who make these experiences possible. Follow along this July as we share some fun resources and events to highlight #ThePowerOf [agency name]! #ParkAndRecMonth2026 [Share photo/video of park or event]
- At [agency name] we are celebrating the many ways parks and recreation reveals the power of what connects us. Our spaces and programs have been home to #ThePowerOf [connection/play/community/nature/belonging story]. Help us celebrate Park and Recreation Month with @National

Recreation and Park Association by joining us at one of our parks or events this July! #ParkAndRecMonth2026 [Share photo/video of event or park]

Personal sample posts for Facebook/LinkedIn:

- It's Park and Recreation Month! This July, as a [job title] at [agency name], I'm happy to help [park/facility/agency name] create #ThePowerOf [connection/play/community/nature/belonging]! #ParkAndRecMonth2026 @National Recreation and Park Association [Share image/video of The Power Of topic of choice]

Agency sample posts for X:

- Join us and @NRPA_News to celebrate #ThePowerOf during Park and Recreation Month! [Share toolkit poster image]
- Stop by [event location] at [event and time] to help us celebrate Park and Recreation Month and create a new park memory! @NRPA_News #ThePowerOf [Link to the event details on your website]

Personal sample posts for X:

- Happy Park and Rec Month! As a [job title] at [agency name], I'm happy to help [park/facility/agency name] create #ThePowerOf [connection/play/community/nature/belonging]! #ParkAndRecMonth2026 @NRPA_News

Agency sample posts for Instagram:

- The resources we offer at [park/facility/agency name] are key to building a thriving [town/city name]. Join us in celebrating the #ThePowerOf this Park and Recreation Month by taking advantage of our parks, facilities and programs! #ParkAndRecMonth2026 @nrpa [Share park photos/video]
- At [agency name], we are fueling creativity, joy and lifelong learning through the Power of Play. As we celebrate @nrpa's #ParkandRecMonth2026, join us in uplifting #ThePowerOf [park/agency name]! [Share photo of event/promo flyer/etc.]
- At [agency name], we are building relationships and culture through the Power of Connection. As we celebrate @nrpa's #ParkandRecMonth2026 join us in uplifting #ThePowerOf [park/agency name]! [Share photo of event/promo flyer/etc.]
- At [agency name], we are offering room for everyone to gather, celebrate and heal through the Power of Community. Join us in uplifting #ThePowerOf during @nrpa's #ParkandRecMonth2026 this July! [Share photo of event/promo flyer/etc.]

- At [agency name], we are restoring our community’s connection to the outdoors and its benefits through the Power of Nature. As we celebrate @nrpa’s #ParkandRecMonth2026, join us in uplifting #ThePowerOf [park/agency name]! [Share photo of event/promo flyer/etc.]
- At [agency name], we are creating welcoming programs and parks for our neighbors through the Power of Belonging. As we celebrate @nrpa’s #ParkandRecMonth2026, join us in uplifting #ThePowerOf [park/agency name]! [Share photo of event/promo flyer/etc.]

Personal sample posts for Instagram:

- Happy Park and Rec Month! As a [job title] at [agency name], I’m happy to help [park/facility/agency name] create a thriving [town/city name] through #ThePowerOf! @nrpa #ParkAndRecMonth2026 [Share photo of yourself at work]
- July is Park and Recreation Month, and as a park and recreation professional, I’m excited to amplify the sense of community and belonging that is fostered through parks and recreation! @nrpa #ThePowerOf #ParkAndRecMonth2026 [Share photo of yourself and/or colleagues at work]

General Social Media Guidance

- **Polish your language.** Use accurate punctuation and spelling so that your messages can easily be understood. When dealing with character limits, try to rephrase your post rather than shortening or abbreviating words.
- **Be consistent with your posts.** Decide how often you plan to post and try to be consistent. For example, maybe you plan one Instagram post per day and three Facebook posts per week. You can increase your postings over time; just try to avoid posting inconsistently.
- **Be welcoming and positive.** Use positive language and avoid any expressions that convey or imply ideas that are sexist, racist or otherwise biased, prejudiced or discriminating.
- **Use photos and videos.** Photos and videos catch people’s attention, but make sure to mix it up and post different types of photos, people, activities and events to keep your followers’ interest. Free web and mobile apps like [Canva](#) can help you create stylized photos/graphics that you can use, too.

Think of what you want your audience to do and shape your message around that. A single tweet inviting people to your parks or recreation centers may not do the trick — give them specific things they can do to let them know why they should visit. Instead of just saying, “Come to X park,” say, “Here are five things you and your family can do at X park.” And, most

importantly, always remember to share stories from your community members!

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Presenting Sponsor:



[The U.S. Tennis Association \(USTA\)](#) is the national governing body for the sport of tennis and the leader in promoting and developing the sport's growth on every level in the United States, from local communities to the crown jewel of the professional game: the US Open. The USTA is a progressive and diverse not-for-profit organization whose volunteers, professional staff and financial resources support a single mission: to promote and develop the growth of tennis. The USTA is organized into 17 geographical sections, with more than 680,000 individual members and more than 7,000 organization members, thousands of volunteers, and a professional staff, all dedicated to growing the game.

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[Landscape Structures Inc.](#) is the leader in commercial playground equipment design and manufacturing. Since 1971, they have transformed the landscape of play by bringing captivating play spaces to communities and schools across the globe. Everyone at the employee-owned company welcomes the responsibility of creating experiences that honor and include every child's unique abilities. They believe play is life changing. Because play, when designed for everyone, brings out the best in all of us.

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celebrate and spread the
word about Park and
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