



National Recreation and Park Association

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National Recreation and Park Association Collaborates with The Walt Disney Company to Expand *Parks Build Community* Campaign

During Earth Month, public can vote to select parks and park projects to receive \$20,000 for improvements

ASHBURN, VA., March 31, 2015 – The National Recreation and Park Association (NRPA) today announced a collaboration with The Walt Disney Company, including Disney Citizenship, Disney|ABC Television Group and ESPN, to expand its *Parks Build Community* initiative that helps revitalize neighborhoods by restoring local parks and park programs. The *Parks Build Community* campaign, which will run during Earth Month in April, will help improve parks in communities around the U.S. so that kids and families have more access to opportunities to get outdoors, be active and have fun.

Park supporters everywhere have two ways to get involved. Throughout April, the public is encouraged to nominate a favorite park, which will be entered for a chance to win \$20,000. In addition, the public can vote daily for park projects located in 15 communities across the country. Projects that receive the most votes will also receive \$20,000 each to help make improvements or expand programs. Projects up for votes include everything from community gardens to sports fields in need of repairs to new nature learning areas and much more. Voting will take place from April 1 to April 30, 2015 at www.NRPA.org/BeInspired.

“Parks are the cornerstone of nearly every community and have immense power to make our lives and the places we live better. They help families live healthier, connect kids to nature, increase access to sports and so much more,” said Barbara Tulipane, president and CEO of NRPA. “*Parks Build Community* is a great opportunity to share the power of parks during Earth Month while bringing essential funds to critical park projects. We couldn’t be more thrilled to be collaborating with Disney Citizenship, Disney|ABC Television Group and ESPN on this important initiative.”

During April a public service announcement titled “Meet Me At The Park” will appear on all of Disney|ABC Television Group’s eight owned television stations, ABC affiliate stations, ABC Network, ABC Family, Disney Channel, Disney XD, Disney Junior, Disney Cruise Line and Resort TVs, ABC and Disney Watch apps, and on digital super signs and taxi TV in New York City. The PSA will air as a radio spot on ABC News Radio, Radio Disney and ESPN Radio. The PSA will also be available to view on the voting site at www.NRPA.org/BeInspired.

In addition to voting, the public is encouraged to visit their community parks during Earth Month and experience the benefits parks provide – enjoy a healthy picnic, go for a hike or find a new favorite playground or activity.

Learn more, vote and review the official rules by visiting www.NRPA.org/BeInspired.

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About The National Recreation and Park Association

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of more than 47,000 recreation and park professionals and citizens, 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. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit www.parksandrecreation.org.