

March 31, 2015

Dear Friends and Partners:

We are proud to announce that on **April 2, 2015**, the National Park Service (NPS) and the National Park Foundation (NPF) will officially launch *Find Your Park*—a nationwide public engagement campaign to celebrate the second century of America’s national parks.

This campaign is the result of several years’ worth of hard work and dedication on the part of NPS and NPF as well as the guidance and leadership from many of you within the park community. I am honored to announce the launch of this truly ground-breaking campaign to the American public alongside Director Jon Jarvis in just a few days.

But *Find Your Park* is more than just a campaign—it’s a movement; and like all movements it requires the work of many to make it come to life and create change. That’s why we are looking to you—our friends and partners in the park community—to help bring the message of *Find Your Park* to communities across the United States.

To help, we have created the *Find Your Park* Marketing Toolkit for parks and partners. While Phase I of this Toolkit was released last November, NPS and NPF are happy to announce that Phase II—and the accompanying files and creative assets—are now available for download in the “Tools” section of our sister site www.NextCenturyforParks.com.

Included in the Phase II Toolkit you will find:

- Static Creative Displays and Custom Applications
- Information on Centennial Premier Corporate Partners
- Find Your Park Digital Assets and Creative
- An Overview and Tutorial of FindYourPark.com
- Media Package and Guidelines
- Campaign Launch Plans and Timeline

You’ll notice inside that as part of *Find Your Park*, NPS and NPF have joined forces with several corporate partners who share our commitment to America’s national parks—including six Premier level partners who have signed on to be part of this incredible movement.

These Premier level partners will provide not only financial support, but also invaluable in-kind promotional leverage to the campaign, tapping into their target demographics to bring the message of *Find Your Park* to new and wider audiences. Each partnership will be unique in their execution and delivery, but all will shine a light on the fantastic work of the National Park Service. Most importantly, both NPS and NPF have worked hard to carefully ensure that the values and mission of each partner aligns with NPS and our partners.

You can learn more about each of these partners—and how they will be recognized throughout the campaign—within this Toolkit. Additionally, inside you can find out more information about how to engage locally and online with the *Find Your Park* campaign, from launch day on April 2, all the way through to our 2016 Centennial celebration.

If you have questions regarding the Toolkit or any of the Premier level *Find Your Park* partners, please contact Mark DeSantis, Program Manager of Community Partnerships [mdesantis@nationalparks.org] or Kirsten Ogren, Director of Brand Management [kogren@nationalparks.org].

In the meantime, thank you all for the incredible work you do to help protect America's special places each and every day. I look forward to working alongside you all during this seminal moment for our national parks.

Regards,

A handwritten signature in black ink that reads "Dan Wenk". The signature is written in a cursive, slightly slanted style.

Dan Wenk
Interim President
National Park Foundation