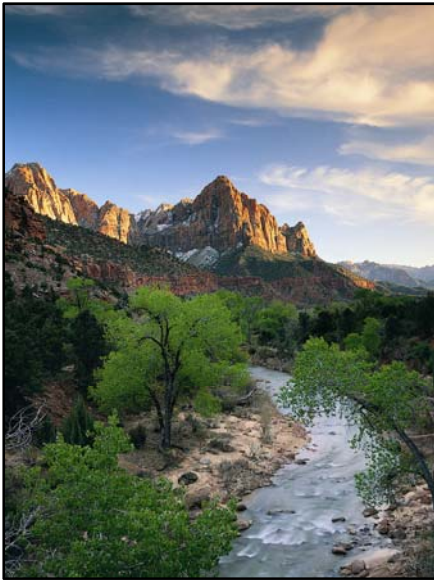


## NATIONAL PARK PUBLIC ENGAGEMENT CAMPAIGN SUMMARY

### March 2011



On August 25, 2016, the National Park Service (NPS) will celebrate 100 years of protecting our heritage, and our great system of national parks will embark on its second century. The Centennial should be more than a birthday; it is a time to amplify our national commitment to protecting and supporting America's greatest places. The approach of this significant milestone in preserving our national heritage for all of us, including our children and grandchildren presents a unique opportunity to galvanize the American people around the special role of national parks in building a better America.

A Centennial Steering Committee (CSC) has been formed in the private sector to outline a national constituency-building campaign that would launch as early as 2012, and subsequently build through the National Park System centennial in 2016. The Campaign could be used by multiple stakeholders as a common platform from which to

promote support, for and engagement with, our national parks. This highly diverse group of organizations and individuals has come together to strengthen and expand engagement of the American people with our national parks, as the Centennial draws near. Participants all agree that a healthy, viable, strong national park system requires an actively engaged, committed constituency. Therefore, the CSC is working to identify the best audience(s) for a campaign, specific goals and benchmarks, and a cohesive structure and approach that attract Americans to and engage them with our national parks. The campaign would build awareness of America's national parks, encourage increased visitation, enlist more support from volunteers and philanthropists and boost park resources.

The CSC is currently engaged in the planning phase of this campaign. Participants represent a broad array of interests associated with our national parks, including nonprofit friends organizations and cooperating associations, national park concessionaires, youth and service organizations, tourism, health care, academia, including a racially and ethnically diverse array of perspectives. The National Park Foundation and the National Parks Conservation Association co-convene and co-chair this important group.

For more information:

Craig Obey  
National Parks Conservation Association  
(202) 454-3392  
[cobey@npca.org](mailto:cobey@npca.org)

Dan Puskar  
National Park Foundation  
(202) 354-6462  
[dpuskar@nationalparks.org](mailto:dpuskar@nationalparks.org)

