



**NATIONAL
PARK TRUST**
TREASURE FOREVER.

5th Annual National Kids to Parks Day
Saturday, May 16, 2015



**US Army Corps
of Engineers®**

What is Kids to Parks Day?

- Kids to Parks Day (KTPD) is an annual nationwide day of play; launched in 2011
- Our goal: to work with national and local partners to engage hundreds of thousands of kids with parks and public lands and water to promote environmental stewardship and healthy outdoor recreation
- In support of *Let's Move!*

Kids to Parks Day 2014

By the numbers:

- **447,027** participants
- **3,209** students in **43** schools benefited from the KTPD National School Contest (Pre-K through 12th grade in 29 states)
- **1,050** outdoor events hosted across the country
- **409** mayors/towns signed proclamations representing all 50 states and D.C.
- **28** governors signed proclamations
- **1,010,000** online media hits
- **1** Senate resolution passed co-sponsored by Senators Mark Udall (CO), Mary Landrieu (LA), Ron Wyden (OR) and Rob Portman (OH)

Goals for 2015

- 500,000 participants
- 50 schools selected as KTP contest winners
- 1,500 events across the country
- 500 mayors and town councils representing all 50 states and DC
- 50 governors
- 1,500,000 online media hits
- 1 Senate Resolution

U.S. Army Corps of Engineers

- For the past 4 years, the US Army Corps participated in Kids to Parks Day.
 - Many sites hosted their own events
 - Last year 11 sites hosted KTPD
 - Other parks encouraged local schools to enter our Kids to Parks Day School Contest
 - 2 sites will have students from this scholarship
 - Baldhill Dam/Lake Ashtabula has been participating for 3 years
- Kids to Parks Day and *Ready, Set, Wear It!* occur on the same day.

Our National Program Partners



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How to Get Involved

- Co-brand a KTPD event
 - Register today at kidstoparks.org
- Encourage local residents to register and be counted at kidstoparks.org
- Share our online resources including kids' activity sheets/books and tips for families at website



Public Awareness and Engagement

- Share your KTPD events on social media!
 - Facebook: [@NationalParkTrust](#)
 - Twitter: [@NatParkTrust](#) #buddybison #kidstoparks
- Sample Facebook and Twitter posts available



Save the Date for 2016

- 2016 Kids to Parks Day National School Contest
 - Opens **January** 2016
 - Closes **March** 2016
- Kids to Parks Day 2016 is Saturday, May 21st



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Questions?



THANK YOU!

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