



NATIONAL PARK TRUSTSM

TREASURE FOREVER.



Brooklyn Bridge Park, NY

About National Park Trust

- Mission: Preserving parks today; creating park stewards for tomorrow.
- Completed more than 100 land conservation projects at parks and public lands.
- 2 national youth initiatives:
 1. Kids to Parks Day: 3rd Saturday of May
 2. Buddy Bison School Program



Chalmette
Battlefield at
Jean Lafitte NHP, LA

National Park Trust Youth Programs

- Goals: Healthy living, outdoor education, cultivate the next generation of environmental and park stewards.
- Buddy Bison School Program
 - Launched in more than 60 schools in 18 states and Washington D.C. since 2009; 80% students on FRPL.
- Kids to Parks Day – May 21, 2016
 - Annual event established in 2011.



Macken Park, MO



Glenridge Recreation Area, MD



Kids to Parks Day

- National grassroots movement to connect kids and families to parks and the great outdoors.
- Hosted on the 3rd Saturday in May annually (weekend before Memorial Day).
- Encourage kids across the country to explore their neighborhood and local parks – around the corner or just across town (local, state and national).



Hungry Mother
State Park, VA

Wallowa Lake
State Park, OR



Kids to Parks Day

- Opportunity to spotlight parks and public lands/water in communities and the benefits of enjoying and protecting them.
- Leverage partnerships and collaborations to extend reach across the country.
 - parks (local, state and national)
 - conservation organizations
 - educators
 - mayors and town councils
 - governors
 - members of Congress
 - outdoor/recreation industry
 - media/social media and outdoor bloggers
 - health care providers
- Supports Every Kid in a Park, Let's Move! and other park programs: simple, extendable, timely and relevant.



Baldhill Dam/Lake
Ashtabula, ND

Online Resources for Parks at kidstoparks.org

- Parks are encouraged to host KTP Day events. Create something special or highlight existing kid-friendly events and programs.
- Register details to be included on our event map.
- Kidstoparks.org provides parks and public lands with e-tools to brand, create and promote their events (planning guides, sample posters/flyers, media release, and proclamations).
- Opportunity to share programs and resources available beyond KTP Day in support of EKIP, Let's Move! and other park programs.



The screenshot shows the National Park Trust website for Kids to Parks Day. The header includes the National Park Trust logo with the tagline "TREASURE FOREVER." and the text "KIDS TO PARKS DAY" and "GET YOUR OWN BUDDY BISON". A navigation menu contains links for HOME, ABOUT US, PARK PRESERVATION, YOUTH PROGRAMS, GET INVOLVED, NEWS, CONTACT US, SHOP, and DONATE. A search bar is located in the top right corner. The main content area features a large green banner with the text "KIDS TO PARKS DAY" and "MAY 16, 2015". Below this, a message reads: "We hope you had a wonderful Kids to Parks Day on May 16! Stay tuned for details about next year's Kids to Parks Day on May 21, 2016!". A registration form is displayed with fields for Name*, Zip*, Email*, City, and No. of Participants*. A "submit" button is located at the bottom right of the form. A large green box on the right side of the form displays the number "633,745" and the text "Celebrated the Day!". The footer includes a small "Required" note and a "submit" button.

NATIONAL PARK TRUST
TREASURE FOREVER.

KIDS TO PARKS DAY
GET YOUR OWN BUDDY BISON

HOME ABOUT US PARK PRESERVATION YOUTH PROGRAMS GET INVOLVED NEWS CONTACT US SHOP DONATE

search...

KIDS TO PARKS DAY

MAY 16, 2015

We hope you had a wonderful Kids to Parks Day on May 16! Stay tuned for details about next year's Kids to Parks Day on May 21, 2016!

Name* Zip*

Email* City

No. of Participants*

*Required **submit**

633,745
Celebrated the Day!

Online Resources for Families at kidstoparks.org

Families have access to free online resources:



Activity Guides



Adventure Book



Parks for Kids



Buddy Bison's Tips



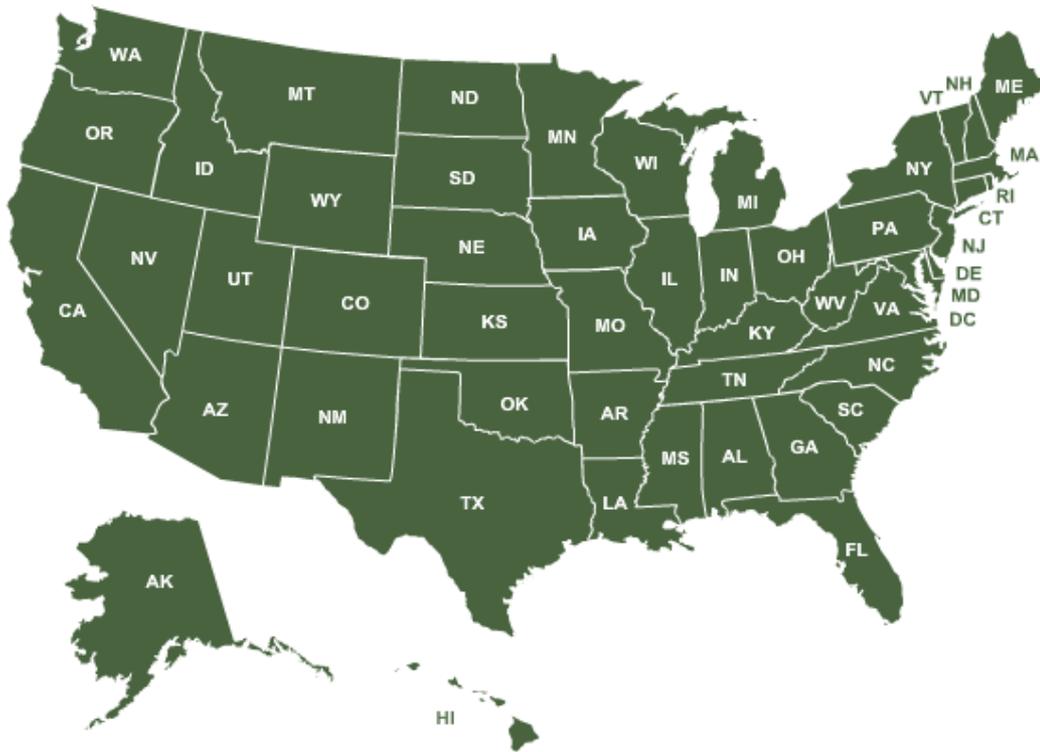
Outdoor
Experts Blogs



Event Map

PLEASE CHECK THE DATES OF EVENTS - SOME ARE ON DATES OTHER THAN MAY 15.
NOW GET OUT AND GO!

Map of Events



- Submit kid-friendly events taking place at a park during the weekend of Kids to Parks Day.
- Families can search for a registered park event near their home.
- In 2015, 790 registered park events in 48 states and D.C.
- On KTP Day, parks can share programs beyond KTP Day.

National Kick Off Event

- National kick off event hosted in urban park to highlight importance of green spaces in cities.
- Students (200 to 300) rotate through activity stations hosted by partners and collaborators.
 - 2015 at Military Park in Newark, NJ.
 - 2014 at Constitution Gardens, Washington, D.C.
 - 2013 at Fort McHenry, Baltimore, MD.



Military
Park, NJ

Media

- Coordinate social media with partners and collaborators to promote KTP Day and other similar programs in support of EKIP.
- NPT enlists the help of 56 top outdoor bloggers to disseminate information about KTP Day and other programs beyond KTP Day.
- National press releases on wire service.
- Thousands of parks and elected officials issued local press releases and social media posts.
- Local radio, TV and print news feature KTP Day.



KTP Day National School Contest

- Students submit proposals for their KTP Day plans.
- Opens in early January and closes early March. Winners announced mid-March.
- Open to all schools K-12; priority is Title 1 schools.
- 50 schools awarded in 2015 (100 schools in 2016).
- Park scholarships up to \$1,000 per contest entry to cover bus transportation, outdoor recreation/park fees, and service projects.



Sinlahekin Wildlife Area, WA

2015 Kids to Parks Day By the Numbers



- Inaugural year: 2011
- Participants: 633,745 (inaugural year: 15,000)
- Park Events: 790
- Mayor proclamations: 359
- Governor proclamations: 27
- Schools awarded park scholarships: 50
- Senate resolution: co-sponsored by Senators Ron Wyden (OR), Rob Portman (OH), Mazie Hirono (HI), Cory Booker (NJ), Martin Heinrich (NM), Barbara Feinstein (CA) and Mike Lee (UT).

How can we work together through KTP DAY to support Every Kid in a Park?

- Encourage all types of parks and public lands to participate and register kid-friendly events and promote via social media, press releases, etc.
- Encourage mayors, governors to promote and participate by signing proclamations and using social media, press releases, etc. to highlight parks in their communities and kid-friendly programs.
- Encourage schools to apply for school contest – focus on 4th graders.
- Let us know how we can help you promote your programs during KTP Day and beyond highlighting EKIP.
- Let us know other partners to engage.
- Let us know other free resources that we can share on kidstoparks.org.

Fort McHenry National
Monument and Historic Shrine, MD



National Partner/Collaborator List

- America's State Parks
- American Academy of Pediatrics
- American Hiking Society
- American Recreation Coalition
- Boy Scouts of America
- Bureau of Land Management
- Children & Nature Network
- City Parks Alliance
- National Environmental Education Foundation
- National Geographic Kids
- National Leagues of Cities
- National Park Service
- National Recreation and Park Association
- National Wildlife Federation
- Outdoor Alliance for Kids (OAK)
- Sierra Club
- U.S. Army Corps of Engineers
- US Play Coalition

-In support of:



Questions and Contact Information

Save the Date: May 21, 2016!

- Grace Lee
 - 301-279-7275 x14
 - Grace@parktrust.org
- William Schrack
 - 301-279-7275 x17
 - William@parktrust.org



Elk Neck State Park, DE