Template I LOVE MY PARK DAY Press Release

*To be sent as often as needed starting about 1 month prior to the event and updated as more details are finalized. Check* [*www.ptny.org/ilovemypark*](http://www.ptny.org/ilovemypark) *for the most up-to-date versions.*

**PRESS RELEASE**

**For immediate release:**

\_\_\_\_\_\_\_\_\_\_\_\_\_ (date)

**Contacts:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name, Friends group, phone number and email address of person who will be the media contact for your group)

Will Coté, Parks & Trails New York: 518-434-1583; wcote@ptny.org

Randy Simons or Dan Keefe, Office of Parks, Recreation and Historic Preservation: 518-486-1868

**\_\_\_\_\_\_\_\_\_\_\_ (Friends group) to Host I Love My Park Day Event on Saturday, May 1**

**Volunteers Participating at Events Across New York to Celebrate State Parks and Historic Sites**

(\_\_\_\_\_\_(city), NY):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Friends group) will host volunteers at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (park or historic site) as part of more than 100 cleanup, improvement and beautification events happening statewide on Saturday, May 1. I Love My Park Day is an exciting statewide event to improve and enhance New York’s state parks and historic sites and bring visibility to the entire state park system and its needs. Volunteers from across the state will participate in cleanup, improvement, and beautification events at New York State parks and historic sites. Volunteers will celebrate New York’s state park system by cleaning up park lands and beaches, planting trees and gardens, restoring trails and wildlife habitat, removing invasive species, and working on various site improvement projects.

New Yorkers love their parks. Volunteers are willing to help maintain the beauty of New York’s treasured state parks and historic sites. Friends groups and volunteers are more important than ever to keep parks beautiful, clean, and welcoming for all to visit and enjoy.

(Describe here in a paragraph or two the event and project you are planning, including a quote.)

(Here describe your park or historic site and why it is important.)

I Love My Park Day is coordinated at the statewide level by Parks & Trails New York (PTNY) in partnership with the New York State Office of Parks, Recreation and Historic Preservation (OPRHP). Friends groups and park staff will oversee cleanup, improvement and beautification projects and work with volunteers.

New York State is a leader in parks and conservation because of a long history of stewardship and generosity of private citizens. Friends groups and volunteers are more important than ever to keep parks beautiful, clean, and welcoming for all to visit and enjoy. Volunteer participation in a cleanup day will help enhance these important places during lean budget times and show elected leaders that there is strong public support for our park system.

(Include here mention of any sponsors of the event or key partners participating in the day.) Statewide sponsors include (TBD).

Those interested in volunteering in the project at \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (park or site) can register to volunteer by visiting [www.ptny.org/ilovemypark](http://www.ptny.org/ilovemypark) or by calling \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (friends group phone number).

**About \_\_\_\_\_\_\_\_\_\_\_** (Friends group): (Here provide a brief description of your Friends group.)

**About PTNY**: Parks & Trails New York is the leading statewide organization working to preserve and enhance a network of parks, trails and greenways for all New Yorkers for generations to come. Since 1985, our influential reports and advocacy efforts have been critical to keeping parks and historic sites open and protecting New York’s natural, recreational, cultural and historical resources. For more information, visit [www.ptny.org](http://www.ptny.org).

**About OPRHP:** The New York State Office of Parks, Recreation and Historic Preservation oversees 180 state parks and 35 historic sites, which are visited by 60 million people annually. A recent study by Parks & Trails New York found that New York State Parks generates $1.9 billion in economic activity annually and supports 20,000 jobs. For more information on any of these recreation areas, call 518-474-0456 or visit [www.nysparks.com](http://www.nysparks.com), connect on Facebook, or follow on Twitter.

*Check* [*www.ptny.org/ilovemypark*](http://www.ptny.org/ilovemypark) *for updated press release templates.*