



National Park Service
U.S. Department of the Interior



National Park Service 2016 Centennial

Partner Invitation

Travel and Tourism Sector

How to help us celebrate!

In 2016, the National Park Service will commemorate its 100th birthday. We'll be celebrating national parks, the cultural and natural resources that we preserve, and the work the National Park Service does in communities across the country. We'll also be looking ahead to our second century and taking advantage of this moment to reintroduce ourselves to the American public.

A key component of the centennial is a massive public engagement campaign called **Find Your Park**. The campaign will redefine the meaning of the word "park," highlighting the breadth and depth of the National Park Service's work. The public will be invited to get out and find their park, whether that's by visiting an iconic spot like Yellowstone, volunteering on a trails project near home, or any activity that engages the natural and cultural heritage that belongs to them – the American people.

There will also be programs and special events at every level – national, regional, and local. The **travel and tourism sector** is invited and encouraged to help! Here are some key ways to get involved.

Find Your Park Campaign – The campaign launches in spring 2015. Once it does, help spread the word!

- Use the **Find Your Park** logo on PR, marketing, advertising, and communications materials
- Use the hashtag **#findyourpark**
- Submit information about your destination as a **Find Your Park Experience** so it's included at **FindYourPark.com**

For more information about the campaign and tools you can use to be a part of it, visit **www.nextcenturyforparks.org**. After registering with the site, go to the Tools section. More tools and updates will be released during 2015!

Special Events – Are you a tourism office with a park in your community or state, or a tour operator who frequently visits one or several parks? Talk to your park points-of-contact **now** about collaborating on special events, programs, and marketing and promotional efforts! Parks are already planning ways to celebrate.

