

Every Kid in a Park and Find Your Park  
Info from Approved Talking Points

|   | Every Kid in a Park   | Find Your Park   |
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| <b>Key Nexus between EKIP &amp; FYP</b> | <b>With the National Park Service’s Centennial in 2016, there is no better way to celebrate the 100th birthday of our national parks than making sure every kid in this country gets outside and experiences our shared lands and waters.</b>   |  |
| Program Description                     | <p>The Every Kid in a Park initiative allows fourth graders to go to <a href="http://www.everykidinapark.gov">www.everykidinapark.gov</a> and obtain a pass for free entry for them and their families into more than 2,000 federally managed lands and waters nationwide for an entire year, starting September 1, 2015.</p> <p>The program is designed to continue with each successive year’s group of fourth graders. After twelve years, every school-age child in America will have had an opportunity to visit their public lands and waters for free.</p> | <p>Find Your Park is a public awareness and education campaign celebrating the milestone centennial anniversary of the National Park Service in 2016 and setting the stage for the next 100 years.</p> <p>At the heart of this engagement effort is the public invitation to share park experiences and memories at FindYourPark.com, which features an interactive gallery of inspirational stories from the general public, National Park Service employees, and celebrities. Content is socialized with #FindYourPark. Also on <a href="http://FindYourPark.com">FindYourPark.com</a> is a searchable list of ideas for ways to find your park, including in-park and digital activities.</p> |
| Purpose And Goal                        | By introducing fourth graders to public lands in their backyards and beyond at an early age, the program aims to foster lifelong connections to our nation’s land, water and wildlife.  | <p>The National Park Foundation and the National Park Service are kicking off the Find Your Park movement understanding the critical importance of connecting the next generation with national parks and their programs.</p> <p>More than ever it’s important that the national parks engage not only those who already know and love the parks, but also the next generation of visitors, supporters, and advocates to ensure the preservation and critical relevancy of our nation’s majestic landscapes, rich history, and vibrant culture for the next 100 years.</p>   |
| Lead Partners                           | Collaboration across a wide variety of government departments and agencies makes the unprecedented Every Kid in a Park possible. Participating entities include Department of the Interior (National Park Service, Bureau of Land Management, Bureau of Reclamation, Fish and Wildlife Service), the U.S. Army Corps of Engineers, the Department of Education, the U.S. Forest Service and the National Oceanic and Atmospheric Administration   | National Park Foundation and the National Park Service   |
| Program Launch                          | Program launched in September 2015  | Program launched in April 2015   |

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| <p>How the Public Can Participate</p> | <p>Fourth graders can log onto <a href="http://www.everykidinapark.gov">www.everykidinapark.gov</a> and complete a fun, educational activity in order to obtain and print their paper pass. Students may also trade in their paper pass for a more durable plastic pass at participating federal sites nationwide.</p> <p>Organizations and individuals interested in supporting the Every Kid in a Park initiative can help spread the word about the program and support field trips in their local communities.</p>   | <p>There are endless ways to Find Your Park – whether it be seeing a dark night sky for the first time, exploring the home of Independence Hall and the Liberty Bell online or on your mobile device, uncovering stories that are new to you, or hiking through the wilderness, each person is bound to find their park in their own unique way. You can visit <a href="http://FindYourPark.com">FindYourPark.com</a> for ideas for how to find your park. Be sure to share your stories on FindYourPark.com and in social media using #FindYourPark!</p>   |
| <p>Other talking points</p>           | <p>This program comes at a critical time. Today, more than 80 percent of American families live in urban areas, and more children use technology in their spare time instead of exploring the outdoors.</p> <p>Every Kid in a Park seeks to close the growing gap between children and nature by introducing new populations from all backgrounds to our nation’s diversity of public lands. The initiative aims to make it easier for all kids to get outside and encourage families, schools, and teachers to take advantage of the natural resources our country has to offer.</p> <p>It’s a call to action to get all children outside to learn, explore and play. Parks and other public spaces are living classrooms where children can learn critical skills through hands-on, experiential education in STEM fields, history and the arts. The Every Kid in a Park website provides educational activities for teachers as well as a list of field trip sites.</p> <p>The program is one part of an overall strategy by the Obama Administration to engage young people from all ages and all backgrounds with the great outdoors. This includes the <a href="#">21st Century Conservation Service Corps</a>, a bold national effort to put thousands of young people and veterans to work protecting, restoring and enhancing America’s public lands and waters. In addition, First Lady Michelle Obama’s <a href="#">Let’s Move! Outside initiative</a> is committed to getting millions of young people to play, learn, serve and work in America’s great outdoors.</p> | <p>Find Your Park invites people to see that a park can be more than a place. It can be a feeling of inspiration. It can be a sense of community. A park can be so many things to many different communities and many different people.</p> <p>There is a national park in every state; there may be one in your own backyard. We invite you to Find Your Park and share your adventures with us at FindYourPark.com and on social media. Sharing your park story may inspire someone else’s.</p> <p>We will reach people everywhere and invite them to find what speaks to them in our National Park System, connect with our parks and their programs, and share their stories and experiences.</p> <p>As we move into the next 100 years of the National Park Service, it will be up to the younger generations to ensure our nation’s treasures are protected. We know that it is vital to connect and engage with them in relevant and meaningful ways so that they will become the next generation of national park visitors, supporters, and advocates.</p> <p>Through increased connection and relevancy, we hope to ultimately increase funding to the National Park Foundation and Friends Groups so we can continue to support the National Park Service’s efforts to protect and preserve our nation’s treasures for the next 100 years and beyond.</p> |