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## 502 MEDIA AND NATIONAL PARK SERVICE PARTNER FOR STRATEGIC COMMUNICATION

Manhattan, Ks - July 7th, 2015 - 502 Media Group and Washington D.C. firm, Pigment Communications has been awarded a contract to work with the Lewis and Clark National Historic Trail to develop a strategic communications plan.

The Lewis and Clark National Historic Trail offers almost 4,000 miles of trail to be explored through a variety of transportation and interpretive means. The trail was established by Congress in 1978 as part of the National Trails System (NTS) as one of four original national historic trails. This trail connects 11 states (Illinois, Missouri, Kansas, Iowa, Nebraska, South Dakota, North Dakota, Montana, Idaho, Washington, and Oregon) and many Tribal lands.

Blade Mages, Creative Director of Kansas-based 502 Media Group expressed his team's excitement for the project.

"The Lewis and Clark National Historic Trail has an unique offering to both visitors and stakeholders. Assisting the National Park Service staff in their communication strategies will enable national stakeholders to better serve the trail and its visitors for years to come. We're are excited to be a part of this endeavor."

The goal will be to evaluate current communication efforts among stakeholders to analyze and assess the effectiveness of current efforts while providing a comprehensive communication plan for the Lewis and Clark National Historic Trail to guide future communication.

"Communicating effectively with our varied audiences is critical to the successful administration of the Trail. We look forward to working hand-in-hand with 502 Media Group to propel us forward to the next level of engagement," said Mark Weekley, Park Manager and Superintendent.

### About 502 Media Group

502 Media Group is a full-service marketing agency located in Manhattan, Kansas. The firm works with local, regional and national entities to develop marketing tools and campaigns. Learn more about the firm at [www.502mediagroup.com](http://www.502mediagroup.com).

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