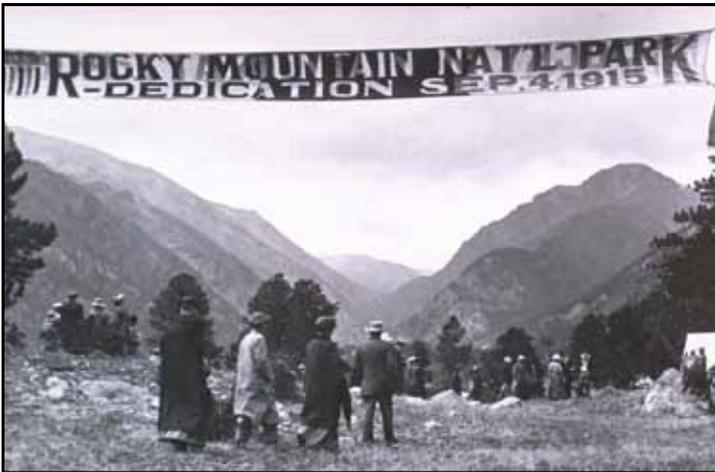


# Celebrate Rocky!



The Rocky Mountain National Park 100th Anniversary Newsletter

Volume 1 Issue 1



## Have an Idea?

Rocky Mountain National Park will be hosting kick-off and culminating events for the 100th Anniversary, as well as offering a limited number of special programs throughout the year. However, the year-long Centennial Calendar of Events will mostly reflect the creativity and initiative of community groups and organizations that wish to create special new events or link existing events to the 100th Anniversary in order to celebrate their connection with the park.

Want to host an art walk? Sponsor a kid's poetry contest? Throw a birthday party complete with cake decorating contest? Organize an employee or volunteer reunion? Start a hiking challenge? Creativity is encouraged! Bring your idea for the 100th Anniversary to life!

If you have an idea for a special 100th Anniversary event, partner with a group, organization, or business that wants to plan and put on the event, and then visit our website to fill out an application. Or if your existing annual event has a connection to the "Wilderness, Wildlife, Wonder" of Rocky Mountain National Park, consider celebrating that connection during our 100th Anniversary year by applying to be a 100th Anniversary event. Events can take place inside or outside of the park.

Approved events, educational programs, and activities will be added to the park's Centennial Calendar of Events and will be promoted through newsletters, press releases, on-line resources, and other park media.

Celebrate your connection to Rocky Mountain National Park! See our website for more details.

## A Year of Festivities

Rocky Mountain National Park's 100th Anniversary is just around the corner! Planning for this momentous event has begun. Celebration of the Rocky Mountain National Park 100th Anniversary will kick off on September 4, 2014, the 99th Anniversary of the park's public dedication in Horseshoe Park. A year-long celebration will continue until the 100th Anniversary of the dedication on September 4, 2015.

Over the course of the year, a variety of events and programs will be offered both inside and outside the park by park staff, local organizations, and surrounding communities. These events will provide many different opportunities for local and visiting audiences to re-connect with and re-discover the wilderness, wildlife, and wonder the park provides.

Merchandise displaying the 100th Anniversary Logo will be sold starting in January of 2014.

Check the 100th Anniversary website (below) for planning updates and rules and applications for using the logo or being park of the celebration.

[www.nps.gov/romo/planyourvisit/100th\\_anniversary.htm](http://www.nps.gov/romo/planyourvisit/100th_anniversary.htm)

# 100th Anniversary Logo Selected

To kick off planning efforts for the year-long centennial celebration, the Rocky Mountain Nature Association and Rocky Mountain National Park are pleased to announce that the logo designed by Carol Welker has been selected as the new logo for Rocky Mountain National Park's 100th Anniversary celebration. Welker is a graphic artist based out of Dallas, TX.

As a child, Welker spent summers in the Cedar Park area near Drake, CO. She has many fond memories of exploring Rocky Mountain National Park with her siblings – hiking, backpacking, and summiting Longs Peak. “As a result”, says Welker, “the iconography unique to the park was ingrained in my mind and my soul.”

“The logo design was certainly inspired by my past”, says Welker. She incorporated the most memorable images from her childhood into her design, including aspen leaves, columbine, pine cones, and bighorn sheep.

“I wanted to give an overall majestic feel to the logo,” says Welker. “I wanted to make a bold statement about the respect [Rocky Mountain National Park] deserves as well as the many reasons its preservation calls for celebration.”

Close to 100 logo entries were received, including a great number of outstanding ideas, which made the selection process very difficult. The selecting committees wish to thank everyone who participated.

The 100th Anniversary will be promoted and celebrated throughout the park and surrounding communities. The winning logo will be used for educational, promotional, and marketing pieces approved by Rocky Mountain Nature Association and Rocky Mountain National Park. Participating businesses and organizations will display the logo to show that they are part of the 100th Anniversary celebration.

Vendors may apply to use the 100th Anniversary Signature on products that appropriately celebrate the park's Centennial. Interested parties should visit the 100th Anniversary Website at [www.nps.gov/romo/planyourvisit/100th\\_anniversary.htm](http://www.nps.gov/romo/planyourvisit/100th_anniversary.htm) for guidelines, application forms, and additional information.



## Who Can I Talk To?

General information about 100th Anniversary planning can be obtained by emailing Barbara Hoppe, Anniversary Coordinator, at [ROMO\\_100th\\_anniversary@nps.gov](mailto:ROMO_100th_anniversary@nps.gov) or calling 970-586-1226.

### 100th Anniversary Steering Committee

Larry Frederick, co-chair  
Frank Kugeler, co-chair  
Rich Fedorchak  
Charley Money  
Fran Grooters  
Chuck Levine  
Tom Ludwig  
Bonnie Severson

### 100th Anniversary Employee Committee

Barbara Hoppe  
Barry Sweet  
Bob Maitland  
Jean Muenchrath  
Jim Quinlan  
Kyle Patterson  
Therese Johnson

# Official 100th Anniversary Logo Use

The following vendors have applied and been approved to use the 100th Anniversary Logo and Slogan for merchandise and advertising beginning in January 2014.

- Trail Ridge Quilters - quilted items
- Powder Hill Photography, LLC - fine art prints
- The Rapids Lodge and Restaurant
- Embassy Suites Loveland

## Coordinator's Corner

by Barbara Hoppe, Anniversary Coordinator

Many things happened in 1915.

World War I was in full swing. The Girl Scouts were founded. Pluto was photographed for the first time. Babe Ruth hit his first home run, and the Lusitania was sunk. Billie Holiday and Frank Sinatra were born. The first transcontinental phone call was made. Ford manufactured its one-millionth Model T, and Albert Einstein formulated the theory of relativity.

On January 26th, Rocky Mountain National Park was established.

A lot of history has passed between 1915 and today. A lot of things have changed – music, science, manufacturing, technology, politics. But some things haven't.

Rocky Mountain National Park is still here. After almost 100 years, despite all the history, all the change, and all the progress, Rocky Mountain National Park is still important to people. Our need for mountains and wild places, beauty and escape is just as strong today as it was 100 years ago, if not more so.

Some visitors seek out the high country on a regular basis, using it as a portal through which to filter the world. Some visit once and then fondly revisit their memories of snow-covered peaks or time on the trail. Other visitors to Rocky Mountain National Park will never set foot inside its boundaries, and yet find great joy in simply knowing that it exists.

The 100th Anniversary of Rocky Mountain National Park is for all these people. It is a reminder of all that has happened here. It is a celebration of the connections that people have made with this place, the things that live here, and those who work to protect it. It is a challenge to not let Rocky Mountain National Park fade from what we value as we progress into the next 100 years. It is a renewal of the vow we made to protect this place, so that it can continue to be a refuge for us and those who come after us.

You will do many things in 2015.

Let the 100th Anniversary of Rocky Mountain National Park be one that you remember.

