

CONGRESSIONAL FRIENDS OF THE NATIONAL PARK SERVICE CENTENNIAL



May 2015

Welcome!

Welcome Congressional Friends of the National Park Service Centennial! Thanks to all of you who participated in the Find Your Park campaign launch and National Park week through social media or by attending an event. It is great to see the creativity and excitement growing across the country.

April was a big month for the NPS with the launch of the Find Your Park Campaign, the release of the 2014 Economic Benefits report, the release of the 2014 Carbon Storage Report, National Park Week, Earth Day, the release of the 2014 Centennial Challenge grant project recipients, and National Jr. Ranger Day.

Today www.FindYourPark.com is full of stories, videos, and pictures from people all around the world celebrating National Parks and public lands. Haven't had a chance to check it out? It's not too late. The campaign has just started and will run through 2016 so there is plenty of time for members of Congress and their constituents to share their stories.

#FindYourPark continued on page 2



It's easy, fun, and a great way to share in the celebration and explore the 407 National Park units and public lands around the country.

How Does it Work?

Simply choose a site, create a story, video, or snap a picture, and post it on YouTube, Twitter, or Facebook using the hashtag #FindYourPark. From here it will automatically be directed to www.findyourpark.com and added to the gallery.

Want some suggestions?

Turn to Page 6 to find some easy sample posts and tweets.

And let us know! The National Park Foundation and NPS can work with your Communications staff to help share these fantastic stories. Contact information is on Page 6.

CALENDAR OF EVENTS

MAY 2015

MAY 15 - 16

BIOBLITZ 2015

HAWAI'I VOLCANOES NATIONAL PARK

24-HOUR EVENT TO IDENTIFY AS MANY ORGANISMS AS POSSIBLE IN THE PARK. IN PARTNERSHIP WITH THE NATIONAL GEOGRAPHIC SOCIETY.

WWW.NATIONALGEOGRAPHIC.COM/EXPLORERS/PROJECTS/BIOBLITZ/

MAY 24

NATIONAL MEMORIAL DAY CONCERT

WASHINGTON, D.C.

TELEVISED ON PBS

NATIONAL SYMPHONY ORCHESTRA CONCERT ON THE CAPITOL WEST LAWN TO HONOR OUR NATION'S VETERANS

WWW.PBS.ORG/NATIONAL-MEMORIAL-DAY-CONCERT/HOME/

MAY 25

MEMORIAL DAY

NATIONWIDE



Congressman Mario Diaz-Balart

April 8 at 10:16am · 🌐

It's all in the family! Maria Thomson, a park ranger at Everglades National Park, fell in love with our state's natural treasure 15 years ago, and now both her children are park rangers, too! Have you found your park? Get out there and #FindYourPark!

https://www.youtube.com/watch?v=RLXW_Ky-N9k



Find Your Park - Maria Thomson, National Park Service

A park can be a place, a passion or a state of mind. People all around America are finding their park every day. So get up. Get out there. Find your park. It..

YOUTUBE.COM



Congressman Rob Bishop
U.S. Representative, Utah

FIND YOUR PARK

FINDYOURPARK.COM



Visitor Spending at National Parks Boosts Economy by \$30 Billion Annually

Record numbers of visitors to national parks in 2014 translated into \$29.7 billion in economic activity that supported nearly 277,000 jobs across the country, according to a report released in April by Secretary of the Interior Sally Jewell and National Park Service Director Jonathan B. Jarvis.

“National parks are world-renowned for showcasing our country’s vast natural beauty and cultural and historic heritage, and year after year, we are demonstrating that they are also economic engines in communities across the country,” Director Jarvis said. “Understanding the economic benefit contributes to a more comprehensive understanding of the overall value of national park resources. Every tax dollar invested in the NPS returns \$10 to the U.S. economy thanks to visitor spending in gateway communities around the 407 parks of the National Park System.”

The report includes an interactive tool where users can explore current-year visitor spending, jobs, labor income and more by sector for national, state, and local economies. Users can also view yearly trend data. The interactive tool and report are available on the NPS Social Science Program webpage: www.nature.nps.gov/socialscience/vse.cfm.

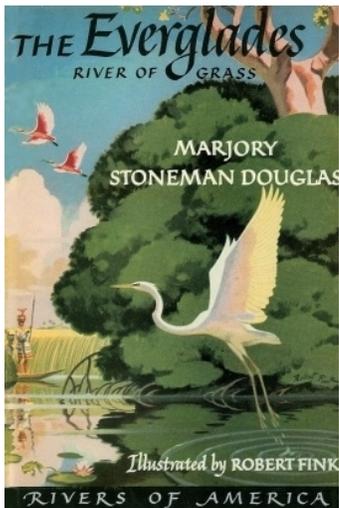
Centennial Challenge Projects Cost Share Partnerships Grow \$10 Million Appropriation to \$26 Million

From trail repairs to new wayside interpretive panels, road and bridge repairs and restoring the most photographed barn in America, the National Park Service recently announced \$26 million for more than 100 initiatives that will help parks prepare for centennial visitors.

The National Park Service received a \$10 million Congressional appropriation that was matched with \$15.9 million from more than 90 partner organizations. The 106 projects, located at more than 100 parks in 31 states and the District of Columbia, are designed to improve visitor services, support

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Marjory Stoneman Douglas House Named a National Historic Landmark



From its completion in 1926 through her death in 1998, the Marjory Stoneman Douglas House was the home and workspace of Marjory Stoneman Douglas, one of the most influential environmentalists of the twentieth century whose seminal book, *The Everglades: River of Grass* (1947), marked a significant turning

point in the movement. In the late 1960s, she founded the Friends of the Everglades, an environmental activist organization with a central role in the conservation and restoration of the Everglades.

Established in 1935, the [National Historic Landmarks Program](#) is administered by the National Park Service on behalf of the Secretary of the Interior. The agency works with preservation officials, private property owners, and other partners interested in nominating properties for National Historic Landmark designation. Completed nominations are reviewed by the National Park System Advisory Board, which makes recommendations for designation to the Secretary of the Interior. If designated, property ownership remains the same, but each site receives a plaque and is eligible for technical preservation advice.



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outreach to new audiences, and leverage partnerships to reinvigorate national parks while forging connections with communities.

For a complete list of centennial challenge projects and partners please visit:

www.nps.gov/subjects/centennial/nps-centennial-challenge-projects.htm



Hikers enjoy the Sahale Arm Trail in North Cascades National Park. Repair and revegetation of the trail will be completed in partnership with Washington's National Park Fund.

The National Historic Landmarks Program is one of more than a dozen programs administered by the National Park Service that provide states and local communities technical assistance, recognition, and funding to help preserve our nation's shared history and create close-to-home recreation opportunities.

Carbon Storage

National Park System lands in the lower 48 states store 14.8 million metric tons of carbon dioxide (CO₂), an ecosystem service valued at \$582.5 million each year. The figures are part of a first-ever carbon-storage report from the National Park Service (NPS) conducted by the NPS and the U.S. Geological Survey (USGS).

“Carbon storage in our national parks helps to reduce the negative effects CO₂ has on our climate,” said National Park Service Director Jonathan B. Jarvis. “Understanding the economic benefit of these effects contributes to a more comprehensive understanding of the overall value of national park resources.”

The NPS/USGS report follows a recently-released report on carbon sequestration in national parks by a team of scholars from Harvard and Colorado State University.

“We all know that the National Parks create jobs and benefits for visitors and surrounding communities.

But this study finds that the National Parks also benefit people who never even visit them – by helping to offset harmful carbon emissions,” said Professor Linda J. Bilmes of Harvard, a co-author of the Harvard/Colorado State University study. “And this is just one example of the value that the National Parks contribute to our society – which also includes protecting our watershed, soil, rivers and streams, wildlife, historical places and iconic scenery.”



Great Smoky Mountains National Park. Photograph courtesy of Robert Crotoft, NPS Photo.

The report is one of the first products developed by scientists

in the Department of the Interior that meets a commitment made to develop an inventory of carbon storage on Department lands as part of the President's Priority Agenda for Enhancing the Climate Resilience of America's Natural Resources.

The total CO₂ sequestered in national parks helps offset U.S. emissions of CO₂. According to the Environmental Protection Agency, CO₂ emissions were more than 6.7 billion metric tons in 2012.

The full NPS/USGS report is available at:

www.nature.nps.gov/socialscience/docs/CarbonSequestration.pdf



Sample Social Media!

The campaign launched on April 2, and will continue throughout 2015-2016. Photos tagged with **#FindYourPark** on Twitter and Instagram will be automatically added to the www.FindYourPark.com website during the campaign with the ability to be shared widely through social media.

Use the sample posts below to spread the word!

- We visited INSERT PARK NAME and loved it! **#FindYourPark**
- Have you been to INSERT LOCAL PARK NAME? Share a photo and tag it **#FindYourPark**
- How did you find your favorite National Park? Share your story at FindYourPark.com!
#FindYourPark
- Help America find a park! Share a photo of your favorite national park and tag it **#FindYourPark**
- Why do you love INSERT PARK NAME? Share your favorite photo/story at FindYourPark.com!
#FindYourPark
- #DYK @NatlParkService turns 100 next year? Help celebrate by sharing your NPS photos & stories at FindYourPark.com **#FindYourPark #NPS100**

FOR MORE INFORMATION

Who else is a Congressional Friend of the National Park Service Centennial? You can find a full list of Friends on the [National Park Service Office of Legislative and Congressional Affairs](http://www.nps.gov/legis) website. Know a colleague who may be interested? See our contact below:

Susan Farinelli
NPS Office of Legislative and Congressional Affairs
susan_farinelli@nps.gov
202-208-7676