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NEWS RELEASE

March 27, 2017

FOR IMMEDIATE RELEASE

NOMINATE OUR CITY TO WIN \$20K DURING "MEET ME AT THE PARK"

Imperial, CA. March 27, 2017 – This Earth Month, the National Recreation and Park Association (NRPA) is collaborating with The Walt Disney Company, including Disney Citizenship, Disney|ABC Television Group and ESPN, to revitalize parks across the U.S. for a third year. The city that receives the most nominations will receive a \$20,000 grant to improve a local park.

Local parks make Imperial a better place to live and shape so many of our lives. Parks are essential to our city's health and wellbeing. They provide safe places to be active and enjoy nature—and they help preserve the environment and bring people together. That's why from April 1 to April 30 Imperial residents will have the opportunity to nominate our city to receive \$20,000 in grant funding to make improvements at a local park.

By visiting NRPA.org/BeInspired, park supporters can nominate our city. At the end of April, the city with the most nominations will receive the grant funding. New this year, everyone who nominates a city will be entered into a drawing for a tablet outfitted for the outdoors.

"Parks not only serve our residents but our surrounding community. They provide a safe place to connect with people and nature to renew, recharge and regenerate." said Ember Haller, Director of Community Services for the City of Imperial.

"Supporting local parks is essential to the health and vitality of communities everywhere," said Lori Robertson, NRPA Director of Conservation. "That's why we are proud to collaborate with The Walt Disney Company to help fund critical park improvement projects in communities in need. We encourage everyone to join us in giving back to the places that shape so much of our lives by voting in this year's Meet Me at the Park campaign."

During April, a public service announcement (PSA) supporting the Meet Me at the Park campaign will be shared with audiences across Disney, including ABC Television Network, ABC-owned and affiliate stations, Freeform, Disney Channel, Disney XD, Disney Junior, the ABC app and other digital platforms. The PSA will also be available to view on the voting site at www.nrpa.org/beinspired. Additionally, Radio Disney will support the campaign with an on-air radio spot.

This Earth Month, Imperial can show what parks mean to our community by nominating our great city. Encourage your friends to nominate our city by taking a selfie in your favorite park and using the hashtags #MeetMeAtThePark, #Parkies and #BeInspired.

For more information and to nominate your city, visit NRPA.org/BeInspired.

The City of Imperial Community Services Department is committed to providing quality parks and programs to meet the needs of the citizens of the City of Imperial for sports, fitness, leisure activities, and to foster a strong sense of community spirit.

About The National Recreation and Park Association

The National Recreation and Park Association is a national not-for-profit organization dedicated to ensuring that all Americans have access to parks and recreation for health, conservation and social equity. Through its network

of nearly 60,000 recreation and park professionals and advocates, NRPA encourages the promotion of healthy and active lifestyles, conservation initiatives and equitable access to parks and public space. For more information, visit www.nrpa.org. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit www.parksandrecreation.org.

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Any media calls and questions regarding this release please contact the City Manager's Office at (760) 355-4373.

