Template I LOVE MY PARK DAY MEDIA ADVISORY

*To be sent a few days in advance.*

**MEDIA ADVISORY**

\_\_\_\_\_\_\_\_\_\_\_\_\_ (date)

**Contacts:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name, Friends group and phone number for media contact for Friends group)

Alison Jenkins, Parks & Trails New York: 518-434-1583 ext. 210; ajenkins@ptny.org

Randy Simons or Dan Keefe, Office of Parks, Recreation and Historic Preservation: 518-486-1868

**\_\_\_\_\_\_\_\_\_\_\_ (Friends group) to Host I Love My Park Day Event on Saturday, May 6**

**\_\_\_\_ (Number of expected volunteers) Volunteers Expected to Participate at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name of park or historic site) to Celebrate State Parks and Historic Sites**

(\_\_\_\_\_\_(city), NY):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Friends group) will host volunteers at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (park or historic site) as part of more than 100 cleanup, improvement and beautification events happening statewide on Saturday, May 6. I Love My Park Day is an exciting statewide event to improve and enhance New York’s state parks and historic sites and bring visibility to the entire state park system and its needs. Volunteers from across the state will participate in cleanup, improvement, and beautification events at New York State parks and historic sites. Volunteers will celebrate New York’s state park system by cleaning up park lands and beaches, planting trees and gardens, restoring trails and wildlife habitat, removing invasive species, and working on various site improvement projects.

\_\_\_\_\_\_ (number of expected volunteers) volunteers are expected to participate at an I Love My Park Day event at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (park or historic site).

**WHO:**  (Names of all local participants, including sponsors, elected officials and public agencies, schools, nonprofit groups, special guests, and other volunteers.)

**WHAT:**  (Describe the project(s) to be completed.)

**WHEN:** Saturday, May 6, 2017 at \_\_\_\_\_\_\_\_\_\_\_ (time)

**WHERE:** (Park or site name and address. Provide directions if necessary.)

**CONTACT:** (Primary event contact information, including phone number, email and website

address, if applicable)

I Love My Park Day is coordinated at the statewide level by Parks & Trails New York in partnership with the New York State Office of Parks, Recreation and Historic Preservation. Friends groups and park staff oversee cleanup, improvement and beautification projects and work with volunteers. More information is available at <http://www.ptny.org/ilovemypark>.

*Check* [*www.ptny.org/ilovemypark*](http://www.ptny.org/ilovemypark) *for updated media advisory templates.*