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NRPA Announces the Winners of the 2010 Save Our Parks! PSA Contest

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Posted on 08/02/10 at 12:00am by webmaster

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Ashburn, VA (Vocus) August 2, 2010

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In March 2010, NRPA encouraged all interested individuals and agencies to create a 30-second Public Service Announcement (PSA) with the theme, Save Our Parks! What would happen if parks disappeared? How would the lack of parks and recreation facilities affect America's communities? To be eligible, all submissions had to be viewable online via social media. PSAs were ranked based on three criteria, including clear messaging, creativity/uniqueness and entertainment value.

NRPA chose two runner-ups and one grand prize winner:

Grand Prize Winner

City of O'Fallon, Mo. – "What If?"

First Runner Up

City of Novi, Mich. – "Where will our dreams grow?"

Second Runner Up

Aurora Parks, Recreation & Open Space, Colo. – "Lose Your Parks...Lose Your Quality of Life."

"During these hard economic times, when public park and recreation budgets are being cut throughout the U.S., NRPA applauds the efforts by these agencies to spread the word about the importance of the field and draw attention to the consequences of losing parks and recreation in our communities," said Barbara Tulipane, CEO of NRPA. "I would like to congratulate these agencies and extend NRPA's sincere gratitude to all of our 2010 participants."

The Grand Prize Winner received a free one-year membership to NRPA and a free full package to the 2010 NRPA Congress & Exposition in Minneapolis, Minn., in late October, where the PSAs will be played publicly during the Opening General Session.

To view the PSAs online, go to www.nrpa.org/psacontest.

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of 20,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources.

For more information, visit www.nrpa.org. For digital access to NRPA's flagship publication, Parks & Recreation, visit www.parksandrec-magazine.org.

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