

NRPA'S PARK AND
RECREATION MONTH

BUILD

TOGETHER

Play
TOGETHER



2025 OUTREACH TOOLKIT



NATIONAL RECREATION
AND PARK ASSOCIATION

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Toolkit Purpose

This toolkit is meant to make promoting and celebrating Park and Recreation Month in your community a little easier! It is designed to help you generate positive media coverage and support for your Park and Recreation Month activities, and ultimately, the essential work you do and the benefits you bring to your community.

This toolkit includes template media materials, including:

- Media alerts for special events
- Press releases
- Fact sheets
- Key messages for use during interviews
- Social media posts
- A sample editorial article you can submit to local publications

Feel free to customize these materials with localized information, quotes and details that best meet your needs.

When using social media, please make sure to tag NRPA in your [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#) posts and use the hashtag **#BuildTogetherPlayTogether** and **#ParkAndRecMonth2025**.

Don't forget, we want to see how you're celebrating too. Be sure to send us photos and videos from your Park and Recreation Month activities and the creative ways you have used these materials.

If you have questions or need further assistance, please don't hesitate to contact us.

General Park and Recreation Month Toolkit Questions

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We hope this toolkit helps you generate support for Park and Recreation Month and awareness for the essential work you do in growing your community.

Happy Park and Recreation Month!

Park and Recreation Month 2025 Fact Sheet

- This year's theme, "**Build Together, Play Together**" is a reminder of the contributions of more than 160,000 full-time park and recreation professionals — along with hundreds of thousands of part-time and seasonal workers and volunteers — who maintain our country's close-to-home parks. Each July, we celebrate park and recreation professionals and how they improve the lives of tens of millions of people, making a lasting impact in communities across the country. Park and recreation programs are essential to community health and well-being, and help cultivate lifelong friendships, memories and family bonds that people hold dear decades later.
- During Park and Recreation Month, NRPA encourages park and recreation agencies to showcase the ways in which they contribute to strong, vibrant and resilient communities all year and how community members can support their local agency's work.
- This July marks NRPA's 40th annual Park and Recreation Month! Let's unite and share the many reasons why local park and recreation agencies are truly places to build and play together.
- In addition to encouraging community members to visit local parks or recreation areas during July, you can get involved in Park and Recreation Month by:
 - Officially proclaiming July as Park and Recreation Month in your community using the [proclamation template](#)
 - Using the [official logo](#) and the hashtag **#BuildTogetherPlayTogether** on social media
 - Sharing stories from your community members about how parks and recreation benefits their lives on social media with the hashtag **#BuildTogetherPlayTogether**
 - Participating in [Park and Recreation Professionals Day](#) on July 18, 2025
 - Downloading the official [Park and Recreation Month poster](#) and hanging it up, taking pictures with it or sharing copies with your community
 - Submitting a photo for the [Parks & Recreation magazine cover contest](#)
- Learn more about Park and Recreation Month and find additional resources at nrpa.org/July.
- Join the conversation on [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#) with **#BuildTogetherPlayTogether**.

NRPA 2025 Park and Recreation Month Key Messages

General Key Messages

- The services that park and recreation professionals provide are essential to building thriving communities. Together, we're building and maintaining accessible, inclusive and sustainable parks and recreation programs that deliver powerful benefits to our communities.
- For 40 years, the United States has celebrated Park and Recreation Month in July to recognize the more than 160,000 full-time park and recreation professionals — along with hundreds of thousands of part-time and seasonal workers and volunteers — who maintain our country's local, state and community parks.
- Through efforts by NRPA, the U.S. House of Representatives passed an official resolution for Park and Recreation Month in 2009, and introduced the resolution in 2017 and 2018.
- Park and recreation agencies nationwide are recognizing the month with summer programs, events, contests, commemorations and celebrations.

2025 Key Messages

- We're celebrating Park and Recreation Month this July by highlighting how park and recreation professionals help create thriving communities when we **Build Together, Play Together**.
- What's your community building toward? NRPA encourages all people to share how their local park and recreation agency is building parks or programs that improve their lives. **#BuildTogetherPlayTogether**.
- Share how parks and recreation in your community creates opportunities for you and your friends, family and neighbors to play together. **#BuildTogetherPlayTogether**.

Graphics Guidance

The Park and Recreation Month graphics provided in this toolkit must be printed or produced exactly as shown and maintain the original aspect ratio and clarity. Graphics should not be altered in any way.

- Do not stretch or distort.
- Do not change the colors.
- Do not place over a complex image, pattern or design.
- Don't pull graphics from a search engine; use the [provided graphic files](#).

Supporting Key Research

Messages promoting support for parks and recreation:

- According to [NRPA's 2024 Engagement With Parks Report](#), people place a high value on the programs and services that park and recreation agencies deliver to their local communities every day and strongly support their mission.
 - More than 276 million people in the United States visited a local park or recreation facility at least once during the past year.
 - More than seven in 10 U.S. residents have at least one local park, playground, open space or recreation center within walking distance of their homes.
 - In the United States, 81 percent of adults seek high-quality parks and recreation when choosing a place to live.
- Ninety-one percent of people agree that parks and recreation is an important service provided by their local government
- Ninety-three percent of U.S. adults say their mental health is improved by services offered by local park and recreation professionals and agencies. However, we estimate that as many as 100 million people — 30 percent of the U.S. population — lack access to the lifesaving and life-enhancing benefits parks and recreation provides.

TIP: To show how your community values what your park and recreation agency offers, use some of your own data and research, such as the number of visitors to your parks or an increase in local youth sports participation.

Messages promoting how parks and recreation supports health and well-being:

- Local park and recreation agencies are uniquely suited to serve as [Community Wellness Hubs](#), connecting all members of the community to programs and services that advance health equity, improve health outcomes and enhance quality of life.
- Living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth. Moreover, parks provide a connection to nature, which studies demonstrate relieves stress, strengthens interpersonal relationships and improves mental health.
- Parks and recreation encourages physical activity by providing space for popular sports, hiking trails, swimming pools and many other activities designed to promote active lifestyles.
- In the United States, 92 percent of adults say they experience a positive mental health boost after spending time at their local parks.
- Parks and recreation is a leading provider of healthy meals, nutrition services and education.

- Local park and recreation agencies provide spaces, programs and services that are essential to a community's vitality. They also serve as key factors in advancing health equity, improving individual and community-level health outcomes, and enhancing quality of life.
- In the United States, 86 percent of adults believe it is helpful that they and their families have access to the outdoors and nature during stressful times.
- Park and recreation professionals play a key role in ensuring all community members have equitable opportunities to get active.

Messages promoting how parks and recreation builds stronger communities through environmental resilience:

- Local park and recreation agencies play a vital role in the protection of our environment through green infrastructure, maintenance of public lands, preservation of wildlife habitats and more.
- In addition to helping connect people to nature, local parks create essential environmental stewards who advocate for and protect our most precious public resources — our land, water, trees, open spaces and wildlife.
- Local park and recreation agencies collectively manage more than 11 million acres of open space across the United States.
- Climate-ready parks provide proven, cost-effective and sustainable environmental solutions.
- Parks lower ground temperatures with tree canopy, clean water, reduce flooding and contribute to healthier air.
- Parks reduce the impact of large storms and flooding by serving as sponges that soak up runoff from nearby paved surfaces during rain events. This in turn prevents flooding and decreases property damage. Well-designed parks also reduce water usage by recycling and storing this water for use during times of low precipitation.
- Evidence not only shows that parks are cooler than their surrounding cities, but also that parks contribute to overall urban cooling — parks make our cities more comfortable in the summer.
- According to NRPA's [*Sustainability in Parks and Recreation*](#) report, park and recreation leaders place high importance on strategies that protect the natural habitat, embrace park infrastructure for stormwater management and lower agency water usage.

- The most common park and recreation agency sustainability actions are planting trees; transitioning to native and climate-adaptable plants and trees; and updating and retrofitting buildings and other park infrastructure.

Messages promoting how parks and recreation contributes to economic opportunity:

- According to NRPA's [The Economic Impact of Local Parks](#) report, local public park and recreation agencies in the United States generated nearly \$201 billion in economic activity and supported almost 1.1 million jobs that boosted labor income by more than \$63 billion from their operations and capital spending in 2021.
- The outdoor recreation economy, which includes local parks and recreation, accounted for \$639 billion of the 2023 U.S. Gross Domestic Product (GDP), or 2.3 percent of the U.S. economy.
- Ninety-two percent of U.S. adults agree it is important for youth and young adults to have access to employment opportunities. Park and recreation departments across the country are among the biggest employers of youth.
- Local park and recreation agencies employed more than 326,000 full-time and part-time employees in 2021, according to the U.S. Census Bureau. That translates to almost \$41 billion of operations spending by the nation's more than 10,000 local park and recreation agencies.

*Be sure to explore more of [these research-based statements](#) that showcase the fundamental role of parks and recreation.

Media Outreach – ‘How To’

The following are general guidelines for conducting media outreach for special events you may be hosting in July and in general for Park and Recreation Month.

Leveraging the Media Advisory/Press Release

To announce your involvement in Park and Recreation Month and what activities or programs you are offering throughout July, customize the media advisory and press release templates and distribute them to appropriate reporters, bloggers and broadcast media in your local area.

May: Get prepped and find your reporters!

- Search online for the “news desk” emails and/or submission guidelines of your local TV stations and radio stations.
- Search for contact information for reporters and publications in your local area that cover topics related to parks, the outdoors and community news/events. It is a good idea to review the stories the reporter writes to get a feel for what they are most interested in so you can tailor your outreach to meet their interests. Most reporters prefer email.
- Search online or on social media for bloggers/influencers in your area. They can help share your news and events to help gain broader visibility.

June: Fine-tune your outreach pieces and release

- Once you have your outreach list together, prepare outreach pieces. These could include email or phone talking points, a media advisory or a press release.
 - Use the key messages in this toolkit to create your talking points. Pick out a few compelling messages to tell the reporter, blogger or influencer why Park and Recreation Month is important! Keep these on hand for outreach and for interviews, too.
- Create an advisory pre-event to help draw people to your event! This should include information about the event (what the event is, when it is taking place, where it is happening and how people can attend — is pre-registration required? Is there a cost?). Be sure to provide as many details as possible! Send the media advisory at least one week in advance of your event.
- Customize the [press release template](#) with the appropriate information, as marked with brackets and yellow highlights, EX: [NAME].

End of June/Beginning of July: Distribute your press release

- Send the press release out at the end of June or beginning of July to journalists and reporters, and to TV/radio stations approximately three to five days before an event you want them to attend.
- You can distribute your press release on any newswires you subscribe to or use regularly. This will give you added visibility in newsrooms and with online media.
- In addition to wire distribution, reach out directly via email to journalists and bloggers. Insert your pitch and paste the text of the press release into the email. Feel free to ask if they have a photographer on staff who might want to snap some photos, too.
- Put an engaging tag line or sentence in the “subject” line of the email to entice reporters.
- Once you send your release, follow up with a phone call to reporters. Be sure to have your talking points ready and be prepared to answer questions about why your event or story is a “must see/cover.”

July: After the Event

- Consider sending a post-event press release to generate coverage after the occasion. It is a good idea to send this immediately following the event or the next morning. Oftentimes, this means drafting most of the release in advance and adding a few pertinent details afterward.
- Reach back out to the reporters who you previously contacted. If you can, offer footage from the event or high-resolution photos (300 DPI minimum).

Tips and Tactics

- Remember that timeliness are a big factor in press coverage. Give them enough time to plan to attend and send a reminder as the date gets closer.
- Try to keep the message brief. One page is best — do not exceed two.
- Don’t forget to add complete contact information. If a reporter is interested, they may wish to email or call you with questions or requests for clarification.
- Write using short paragraphs and sentences, and in the third person — don’t refer to yourself as “I” or “we,” except in a direct quote.
- Avoid testimonials or other promotional language. A press release is news; not advertising. Try to write it in the same style as the outlet you’re pitching, so your story seamlessly fits into their content.

- Don't be discouraged if you do not receive interest, or if a reporter doesn't make it to your event. Reporters receive hundreds of press releases every day and cover news based on many factors (timeliness, the number of current events taking place, space, editor approval, capacity, etc.). It's never personal.
- If a reporter does email or call with interest, be sure to respond promptly.

Let us know if your Park and Recreation Month event is covered in the news and [send us links](#) of online coverage!

Template Media Advisory

[GROUP LOGO/LETTERHEAD]

MEDIA ADVISORY

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Agency Name] to Kick Off Park and Recreation Month at [Park/Facility/Event Name]
[Add a second-line description for a special appearance by a VIP or specific highlight.]

WHO/WHAT: [Name of major public officials or celebrities who are participating]

[List and briefly describe any programs or activities that will take place.]

WHEN: [Date/Time]

[Be sure to mention individual start times for notable speakers/happenings.]

WHERE: [Location/Address - Provide parking information, if relevant.]

WHY: *For 40 years, the nation has celebrated Park and Recreation Month in July to promote building strong, vibrant and resilient communities through the power of parks and recreation. This month is dedicated to recognizing and celebrating the more than 160,000 full-time park and recreation professionals — along with hundreds of thousands of part-time and seasonal workers and volunteers — who maintain our country's local, state and community parks.*

*This year's theme — “**Build Together, Play Together**” — celebrates how parks and recreation professionals help create thriving communities.*

For more information, visit nrpa.org/july or search Twitter and Instagram using **#BuildTogetherPlayTogether**

EDITOR'S NOTE: [Mention any opportunities for interesting visuals and tours. Provide contact information.]

###

Template 2025 Park and Recreation Month Pre-Event Press Release

[GROUP LOGO/LETTERHEAD]

FOR IMMEDIATE RELEASE

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

This July, Celebrate ‘Build Together, Play Together at [Agency Name]
Month-long celebration highlights the impact of parks and recreation

[CITY, STATE ABRV] – [DATE] – This July, join [Agency Name] for Park and Recreation Month, as we celebrate how [Your City/Town Name] is stronger, more vibrant and more resilient because of parks and recreation. A variety of activities are planned for residents of all ages and abilities — including [list top activities/events].

[Agency Name] is celebrating Park and Recreation Month, an initiative of the National Recreation and Park Association (NRPA), by inviting our community to share their experiences, memories and stories about what parks and recreation mean to them. With everything from [list examples of offerings], there are plenty of ways that you can celebrate with us, as well!

[QUOTE from Agency leadership, discussing ways you impact your community through health and well-being, equity, conservation, etc., and tie to the celebration.]

NRPA and [Agency Name] encourage everyone who supports parks and recreation to post why their local park and recreation professionals are important to them on social media with **#BuildTogetherPlayTogether**.

To learn more about Park and Recreation Month, visit [Add local website information] and nrpa.org/July.

[Agency boilerplate/ “about” information]

About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit nrpa.org. For digital access to NRPA’s flagship publication, *Parks & Recreation*, visit parksandrecreation.org.

2025 Park and Recreation Month Social Media Materials

Sample Social Media Posts

We encourage you to use these sample messages to help generate awareness among your friends and followers. Customize these posts for Park and Recreation Month and feel free to develop others on your own to best fit your needs!

Tag NRPA in your posts, too:

- Facebook: [@National Recreation and Park Association](#)
- X: [@NRPA_news](#)
- Instagram: [@nrpa](#)
- LinkedIn: [@National Recreation and Park Association](#)

Official 2025 Park and Recreation Month Hashtags:

- **#BuildTogetherPlayTogether**
- **#ParkandRecMonth**
- **#ParkandRecMonth2025**

Weekly Topic Suggestions:

One way you can organize your social media posts for the month is by focusing on a different topic each week, which not only helps you manage your content, but also reinforces key messages:

- **[Week 1 \(June 29-July 5\)](#)**: Kick off Park and Recreation Month
- **[Week 2 \(July 6-12\)](#)**: Where are we building? Start conversations around nature connectedness, environmental awareness and resilience.
- **[Week 3 \(July 13-19\)](#)**: Build Together: Highlight the importance of diversity, equity, and inclusion in the process of building resources and spaces for everyone in your community.
- **[Week 4 \(July 20-26\)](#)**: Play Together: Celebrate the programs, spaces, and resources you have built so that everyone in your community can experience the benefits of parks and recreation.
- **[Week 5 \(July 27-August 2\)](#)**: Together Today, Tomorrow and Beyond: Wrap up and reflect on the month. How is your community growing due to parks and recreation?

There are also [general social media posts](#) on the following pages that you can customize and use throughout the entire month of July, as well as suggestions for [daily themes](#).

June 29-July 5: Kick off Park and Recreation Month

Agency sample posts for Facebook/LinkedIn:

- This July we are celebrating the 40th year of Park and Recreation Month! Join us as we highlight the people, spaces and programs at (insert park/facility/agency name) that have built a beautiful and strong (insert town/city/community name). @National Recreation and Park Association #BuildTogetherPlayTogether #ParkandRecMonth #ParkandRecMonth2025 (insert staff photos)
- Join us and @National Recreation and Park Association as we celebrate #BuildTogetherPlayTogether during Park and Recreation Month! What's your favorite way to play together? #ParkandRecMonth #ParkandRecMonth2025 (share the Park and Recreation Month poster image or graphics)
- Swing by (insert event location event and time) to help us celebrate Park and Recreation Month and create a new park memory! @National Recreation and Park Association #ParkandRecMonth #ParkandRecMonth2025 #BuildTogetherPlayTogether(insert a link to the event details on your website)

Agency sample posts for X/Twitter:

- This July we are celebrating the 40th year of Park and Recreation Month! Join us as we highlight the people, spaces and programs at (insert park/facility/agency name) that have built a beautiful and strong (insert town/city/community name). Join us and @NRPA_news as we celebrate #ParkandRecMonth2025! (insert Park and Recreation Month logo or graphics)
- Swing by (insert event location event and time) to help us celebrate Park and Recreation Month and create a new park memory! @NRPA_news #BuildTogetherPlayTogether #ParkandRecMonth2025

Agency sample posts for Instagram:

- Get ready for another amazing Park and Recreation Month! This July, we are celebrating the people, spaces and programs at (insert park/facility/agency name) that have built a beautiful and strong (insert town/city/community name). Join us and @nrpa in celebrating the 40th year of Park and Recreation Month! #BuildTogetherPlayTogether #ParkandRecMonth #ParkandRecMonth2025 (insert staff photos or Park and Recreation Month graphics or both)
- Let's play together this Park and Recreation Month! Create a new park memory at (insert event location event and time) and help us celebrate. @nrpa #ParkandRecMonth #ParkandRecMonth2025 #BuildTogetherPlayTogether (insert a photo of the event details)

July 6-12: Where are we building? Start conversations around nature connectedness, environmental awareness and resilience.

Agency sample posts for Facebook/LinkedIn:

- (Insert agency name)'s parks can be used to build love and appreciation of nature. With programs and activities like (insert environmental programs/activity/event), we are connecting more community members with the outdoors every day! @National Recreation and Park Association #BuildTogetherPlayTogether #ParksandRecMonth2025 (Insert photo of park or environmental activity)
- Our parks are home to many flora and fauna that provide the foundation for a healthy ecosystem. When you visit (insert park name), what plants or critters are you always excited to see? @National Recreation and Park Association #BuildTogetherPlayTogether #ParkandRecMonth2025 #ParkandRecMonth (Insert photo of wildlife/plants)
- To all who have supported (insert park/facility/agency name)'s environmental initiatives, thank you! We hope to continue to build spaces and programs that benefit our natural environment and the (insert community name) community. Explore our nature programs and sustainability work: (LINK to resources/programs). @National Recreation and Park Association #BuildTogetherPlayTogether #ParkandRecMonth2025 (Insert photo of environmental activity)

Agency sample posts for X:

- Our parks are home to many flora and fauna that provide the foundation for a healthy ecosystem. Explore the work (insert park/facility/agency name) does to support our environment: (LINK to resources/programs) #BuildTogetherPlayTogether #ParkandRecMonth2025 #ParkandRecMonth @NRPA_News (Insert photo of wildlife/plants)
- This week, explore your place in nature in our little pocket of wilderness, (insert park name). #BuildTogetherPlayTogether #ParkandRecMonth #ParkandRecMonth2025 @NRPA_News (insert photos of park)
- (Insert park/facility/agency name) works hard to bring engaging and thoughtful opportunities for all community members to experience the power of parks and nature. Explore some of our resources and events: (Link to programs/events/activities/resources) #BuildTogetherPlayTogether @NRPA_News

Agency sample posts for Instagram:

- (Insert agency name)'s parks can be used to build love and appreciation of nature. With programs and activities like (insert environmental programs/activity/event), we are connecting more community members with the outdoors every day! @nrpa

#BuildTogetherPlayTogether #ParksandRecMonth2025 (Insert photo of park or environmental activity)

- Our parks are home to many critters and plants that provide the foundation for a healthy ecosystem. Visit (insert park name) to explore some of the local ecology! @nrpa #BuildTogetherPlayTogether #ParkandRecMonth2025 #ParkandRecMonth (Insert photo of wildlife/plants)

To all who have supported (insert park/facility/agency name)'s environmental initiatives, thank you! We hope to continue to build spaces and programs that benefit our natural environment and the (insert community name) community. Explore our nature programs and sustainability work: (LINK to resources/programs). @nrpa #BuildTogetherPlayTogether #ParkandRecMonth2025 (Insert photo of environmental activity)

July 13-19: Build Together: Highlight the importance of diversity, equity and inclusion in the process of building resources and spaces for everyone in your community.

Agency sample posts for Facebook/LinkedIn:

- At (insert park/facility/agency name), we offer diverse and inclusive programming, allowing recreation opportunities for all! We always appreciate community input, because to #PlayTogether we must #BuildTogether. @National Recreation and Park Association #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo of event/program/activity)
- When people see themselves — their cultures, languages and identities — reflected in a park, they come back. Building connections that create a true sense of belonging and community is what (insert park/facility/agency name) is about. @National Recreation and Park Association #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo from activity/event in your parks)
- Our staff is constantly working hard to build spaces where everyone can have safe and memorable experiences at (insert park/facility/agency name)! @National Recreation and Park Association #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert staff photo from activity/event in your parks)

Agency sample posts for X:

- At (insert park/facility/agency name) we offer diverse and inclusive programming, allowing recreation opportunities for all! We always appreciate community input, because to #PlayTogether we must #BuildTogether. @NRPA_news #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert link of event/program/activity/community input form)

- When people see themselves — their cultures, languages and identities — reflected in a park, they come back. Building connections that create a true sense of belonging and community is what (insert park/facility/agency name) is about. @NRPA_News #BuildTogetherPlayTogether (insert photo of event/program/activity)
- Our staff is constantly working hard to build spaces where everyone can have safe and memorable experiences at (insert park/facility/agency name)! @NRPA_News #WhereYouBelong #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert staff photo from activity/event in your parks)

Agency sample posts for Instagram:

- At (insert park/facility/agency name), we offer diverse and inclusive programming, allowing recreation opportunities for all! We always appreciate community input, because to #PlayTogether we must #BuildTogether. @nrpa #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo of event/program/activity)
- When people see themselves — their cultures, languages and identities — reflected in a park, they come back. Building connections that create a true sense of belonging and community is what (insert park/facility/agency name) is about. @nrpa #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo from activity/event in your parks)
- Our staff is constantly working hard to build spaces where everyone can have safe and memorable experiences at (insert park/facility/agency name)! @nrpa #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert staff photo from activity/event in your parks)

Friday, July 18: Park and Recreation Professionals Day

Share images of staff and volunteers!

Agency sample post for Facebook/LinkedIn:

- Today is Park and Recreation Professionals Day! HUGE thank you to our incredible team who helps our community be stronger, more vibrant and further resilient through the power of parks and recreation. Swing by [Insert event/celebration or park/recreation facility name] to help us celebrate! @National Recreation and Park Association #NRPAParkAndRecDay #BuildTogetherPlayTogether

Individual sample post for Facebook/LinkedIn (yes, toot your own horn!):

- On this Park and Recreation Professionals Day, I am so proud to be part of the [Insert agency/department name] team! Our community is stronger, more vibrant and further resilient because of our work. Swing by [Insert event/celebration or park/recreation facility name]

[name] to help us celebrate! @National Recreation and Park Association
#NRPAParkAndRecDay #BuildTogetherPlayTogether

Agency sample post for Instagram:

- Did you know there are more than 160,000 full-time professionals and hundreds of thousands of part-time and seasonal workers in the field of parks and recreation? (Not to mention the stellar volunteers!) On this Park and Recreation Professionals day we are so proud of our team of [X] who help make up this number and the powerful impact of local parks and recreation! Swing by [Insert event/celebration or park/recreation facility name] to help us celebrate!
@nrpa #NRPAParkAndRecDay #BuildTogetherPlayTogether

Individual sample post for Instagram (yes, toot your own horn!):

- On this Park and Recreation Professionals Day, I am so proud to be part of the [Insert either "160,000 full-time professionals" or "hundreds of thousands of part-time and seasonal workers"] in the field of parks and recreation! If you are interested in celebrating the work of the [Insert agency/department name] team join us at [Insert event/celebration or park/recreation facility name] to say hi! @nrpa #NRPAParkAndRecDay #BuildTogetherPlayTogether

Agency sample post for X:

- Today is Park and Recreation Professionals Day! HUGE thank you to our incredible team who helps bring the power of parks and recreation to the [town/city name] community. Swing by [Insert event/celebration or park/recreation facility name] to help us celebrate!
@NRPA_News #NRPAParkAndRecDay #BuildTogetherPlayTogether

Individual sample post for X (yes, toot your own horn!):

- On this Park and Recreation Professionals Day, I am so proud to be part of the [Insert agency/department name] team! It is always a treat to see the smiling faces that fill our spaces and programs. Swing by [Insert event/celebration or park/recreation facility name] to help us celebrate! @NRPA_News #NRPAParkAndRecDay #BuildTogetherPlayTogether

July 20-26: Play Together: Celebrate the programs, spaces and resources you have built so that everyone in your community can experience the benefits of parks and recreation.

Agency sample posts for Facebook/LinkedIn:

- At (insert park/facility/agency name), we bring neighbors together through community classes, events and programs. How do you #PlayTogether at (insert park/facility/agency name)? @National Recreation and Park Association #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo of event/program/activity)
- More than 200 million people across the United States live within a 10-minute walk of at least one park or trail. (Insert park/facility/agency name) is pleased to build spaces where everyone

in our community can play! @National Recreation and Park Association
#BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo from activity/event in your parks)

- Join us for some play time at (Insert park/facility/agency name)! Explore one of our many programs or just stroll our trails while connecting with community members! @National Recreation and Park Association #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo from activity/event in your parks)

Agency sample posts for X:

- What's the best way to play? Together and at our parks and recreation centers! Come take a breath of fresh air at (insert park/facility/agency name) as we celebrate #BuildTogetherPlayTogether this #ParkAndRecMonth with @NRPA_news!
- Our staff manage a wide variety of facilities and features. (Insert park/facility/agency name) is pleased to offer an array of ways for our community members to #PlayTogether! @NRPA_News #BuildTogetherPlayTogether
- Join us for some play time at (Insert park/facility/agency name)! Explore one of our many programs or just stroll our trails while connecting with community members! @NRPA_News #BuildTogetherPlayTogether

Agency sample posts for Instagram:

- The offerings at (insert park/facility/agency name) have not only allowed for enjoyable movement, but also have brought neighbors together through community classes, events, and programs. How do you #PlayTogether at (insert park/facility/agency name)? @nrpa #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo of event/program/activity)
- More than 200 million people across the United States live within a 10-minute walk of at least one park or trail. (Insert park/facility/agency name) is pleased to build spaces where everyone in our community can play! @nrpa #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo from activity/event in your parks)
- Join us for some play-time at (Insert park/facility/agency name)! Explore one of our many programs or just stroll our trails while connecting with community members! @nrpa #BuildTogetherPlayTogether #ParkandRecMonth2025 (insert photo from activity/event in your parks)

July 27-August 2: Together Today, Tomorrow and Beyond: Wrap up and reflect on the month. How is your community growing due to parks and recreation?

Agency sample posts for Facebook/LinkedIn:

- Since the foundation of (insert park/facility/agency name) in (X year), we have provided the (insert town/city) community with safe, inclusive places to play and learn! We loved celebrating our work this #ParkAndRecMonth. Follow along to see how we continue to #BuildTogetherPlayTogether @National Recreation and Park Association (Insert first photo of park/facility and recent photo)
- (Insert park/facility/agency name) is a resource for all community members! Share your park and recreation stories with us and @National Recreation and Park Association as we celebrate #BuildTogetherPlayTogether (insert photos of community/city/town/parks/trails/rec centers)

Agency sample posts for X:

- With (number of parks/facilities) and diverse program offerings, (insert park/facility/agency name) has truly built space for everyone to play together! @NRPA_news #BuildTogetherPlayTogether (Insert first photo of park/facility and recent photo)
- (Insert park/facility/agency name) is a resource for all community members! Share your park and recreation stories with us and @NRPA_News as we celebrate #BuildTogetherPlayTogether (Insert photos of community/city/town/parks/trails/recreation centers)

Agency sample posts for Instagram:

- Since the foundation of (insert park/facility/agency name) in (X year), we have provided the (insert town/city) community with safe, inclusive places to play and learn! We loved celebrating our work this #ParkAndRecMonth, follow along to see how we continue to #BuildTogetherPlayTogether @nrpa #ParkAndRecMonth2025 (Insert first photo of park/facility and recent photo)
- Looking forward to classes, events and programs where we can connect with the community is one of our favorite perks of the job! With (number of parks/facilities) and diverse program offerings, (insert park/facility/agency name) has truly built space for everyone to play together! @nrpa #BuildTogetherPlayTogether (insert photos of community/city/town/parks/trails/recreation centers)

Ideas for celebrating activities, events, programs and people:

- If you haven't already, repost, retweet and share your community members' posts from any of your parks, recreation centers or special events.
- Across all social media platforms, send out a big "THANK YOU" to everyone who has supported you during Park and Recreation Month and throughout the year.
- Share how your agency is building with and for the community so that everyone feels welcome to play. Think about the seven dimensions of well-being in your park and recreation system (cultural, economic, emotional, environmental, intellectual, physical and social).
- Have you used an NRPA resource in the past year? Attended our annual conference? Participated in an education program or school? Received grant funding and resources? Engaged with NRPA advocacy work? Brag about it on social media! We love hearing your experiences — especially the collaborative, peer learning that helps us to 'Build Together, Play Together.'

Throughout July

Agency sample posts for Facebook/LinkedIn:

- This July celebrates the 40th year of Park and Recreation Month! At (insert park/facility/agency name), we 'Build Together, Play Together' #BuildTogetherPlayTogether @National Recreation and Park Association (insert staff photos)
- Stop by (insert event location event and time) to help us celebrate Park and Recreation Month and create a new park memory! @National Recreation and Park Association #BuildTogetherPlayTogether (insert a link to the event details on your website)

Personal sample posts for Facebook/LinkedIn:

- It's Park and Recreation Month and this July, as a (job title) at (agency name), I'm happy to help (insert park/facility/agency name) build spaces where everyone in (insert city/town/state) can play! #BuildTogetherPlayTogether #ParkAndRecMonth2025 @National Recreation and Park Association

Agency sample posts for X:

- Join us and @NRPA_news to celebrate #BuildTogetherPlayTogether during Park and Recreation Month! (share toolkit poster image)
- Stop by (insert event location event and time) to help us celebrate Park and Recreation Month and create a new park memory! @NRPA_News #BuildTogetherPlayTogether (Insert a link to the event details on your website)

Personal sample posts for X:

- Happy Park and Rec Month! As a (job title) at (agency name), I'm happy to help (Insert park/facility/agency name) build spaces where everyone in (insert city/town/state) can play! #BuildTogetherPlayTogether @NRPA_news

Agency sample posts for Instagram:

- This July celebrates the 40th year of Park and Recreation Month! At (insert park/facility/agency name) we 'Build Together, Play Together' #BuildTogetherPlayTogether @nrpa (insert staff photos)
- Stop by (insert event location event and time) as we celebrate @nrpa's #ParkandRecMonth2025! #BuildTogetherPlayTogether (insert photo of event, promo flyer, etc.)

Personal sample posts for Instagram:

- Happy Park and Rec Month! As a (job title) at (agency name), I'm happy to help (Insert park/facility/agency name) build spaces where everyone in (insert city/town/state) can play! @nrpa #BuildTogetherPlayTogether (share photo of yourself at work)
- July is Park and Recreation Month, and as a park and recreation professional, I'm excited to amplify the sense of community and belonging that is built through parks and recreation! @nrpa #BuildTogetherPlayTogether (Share photo of yourself and or colleagues at work)

Sample social media themes for each day of the week

You can use these themes as social media prompts for each day of the week (tag NRPA and include #BuildTogetherPlayTogether, along with the hashtags below):

- **#MondayMingle** – Park and recreation agencies provides spaces for community connection. Share some programs, events and activities that have brought your neighbors together!
- **#TrailsTuesday** – Does everyone in your community know how to get to your parks or trails? Share locations where your followers can visit!
- **#WellnessWednesday** – Highlight the programs, activities and spaces that foster belonging in your community. Turn to the [Seven Dimensions of Well-Being](#) for ideas!
- **#ThrowbackThursday or #TBT** – Use throwback photos or before-and-after photos of pollinator gardens, playground renovations, conservation areas, accessible equipment, and all the ways that your community has grown over the years.

- **#FloraFaunaFriday** – Share captivating images of the ecology in your local parks! These spaces are where we belong, and where you'll find the critters that build healthy ecosystems for all!
- **#StaffSaturday** - Want a dedicated day to highlight staff? Use Saturday to give your team a shoutout! Especially those who work weekends to keep our parks open, safe and fun!
- **#SundayFunday** – Take some fun selfies with your friends and family doing the activities you love in your local parks!

General Social Media Guidance

- **Polish your language.** Use good punctuation and spelling so that your messages will be easily understood. When dealing with character limits, try to rephrase your post versus just shortening and abbreviating words.
- **Be consistent with your posts.** Decide how often you plan to post and try to be consistent. Maybe you plan one Instagram post a day and three Facebook posts a week. You can increase your postings over time; just try to avoid posting inconsistently.
- **Be inclusive, be diverse and be positive.** Use positive language and avoid any expressions that express or imply ideas that are sexist, racist or otherwise biased, prejudiced or discriminating.
- **Use photos and videos.** Photos and videos catch people's attention, but make sure to mix it up and post different types of photos, people, activities and events to keep your followers' interest. Free web and mobile apps like [Canva](#) can help you create stylized photos/graphics that you can use, too.
- **Think of what you want your audience to do and shape your message around that.** A single tweet inviting people to your parks or recreation centers may not do the trick — give them specific things they can do to let them know why they should visit. Instead of just saying, "Come to X park," say, "Here are 5 things you and your family can do at X park." And, most importantly, always remember to share stories from your community members!

Thank you to our 2025 Park and Recreation Month sponsors

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**Thank you for helping us
celebrate and spread the
word about Park and
Recreation Month!**

#BuildTogetherPlayTogether



NATIONAL RECREATION
AND PARK ASSOCIATION